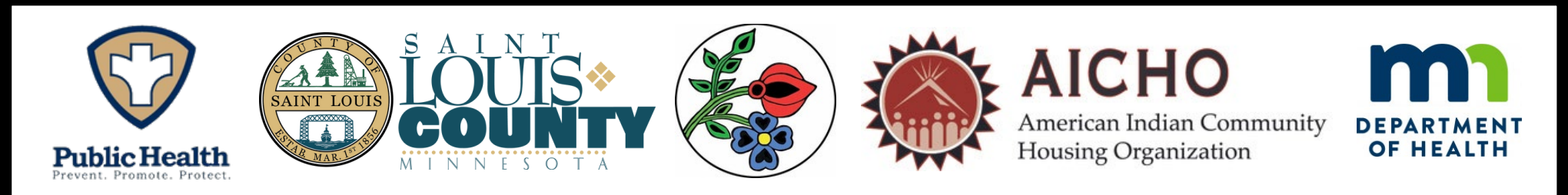




# H is for HUMAN:

Building HIV Awareness with  
Foundational Public Health  
Responsibilities



stopHIVnorthland.org



# Objectives

By the end of this presentation, attendees will be able to:

- Engage with community partners to develop messaging that resonates with targeted audiences.
- Identify how the Foundational Public Health Capabilities of community partnership development and communications can be integrated into public health activities.
- Identify a variety of communication channels, including social media, that can be used to engage targeted populations and deliver the most up-to-date public health information and resources.

# Presenters



Anne Graves  
Contracted Project Manager



Donovan Doffing  
Public Health AmeriCorps Member



Jenna Olson  
Public Health Communications Coordinator



# Project Team

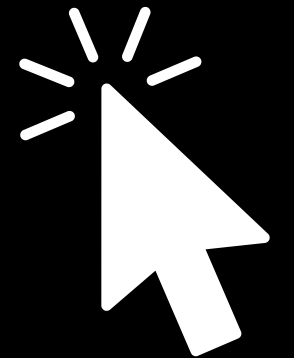
- Anne Graves, Project Manager, Contractor w/St. Louis County Public Health (SLC)
- Jenna Olson, PH Communications Coordinator, CCLS Community Health Board
- Dana Kazel, Communications Manager, SLC
- Sasheen Goslin, Health Equity Director, AICHO, Prairie Band Potawatomi and Red Cliff Ojibwe
- Reanelle Houle, AICHO, Outreach Worker
- LeAnne Littlewolf, Executive Director, AICHO, Anishinaabe Tribal Nation - Gaa-zagaskwaajimekaag Band of Ojibwe
- Celeste Ekberg, Public Health Nursing Supervisor, Fond du Lac Human Services Division
- Callie Bassett, Registered Nurse, Fond du Lac Human Services Division
- Alyssa Marttila Savage, Infection Prevention Specialist, Fond du Lac Human Services Division
- Diane Yourczek, Program Coordinator, SLC Public Health
- Rillis Eklund, Public Health Nurse, SLC Public Health
- Suzy Van Norman, Public Health Nurse, SLC Public Health
- Donovan Doffing, Public Health AmeriCorps Member, SLC Public Health
- Abby Voss, Public Health AmeriCorps Member, SLC Public Health
- Emily Iverson, Public Health AmeriCorps Member, SLC Public Health

# Consulting Partners

Subject Matter Experts/ Advisors

- Jean Larson, MS, APRN, PMHNPBC, HIV Nurse Specialist, MDH
- Ellen Hill, MSc, Northeast Region District Epidemiologist, MDH
- Cedar Savage, RN, MSN, PHN, CLC, Turtle Mountain Band of Chippewa, Infectious Disease American Indian Liaison, MDH
- Dr. James (Jamie) Conniff, MD, MPH, Fond du Lac Human Services Division, Min No Aya Win Human Services Center

# Infrastructure Grant

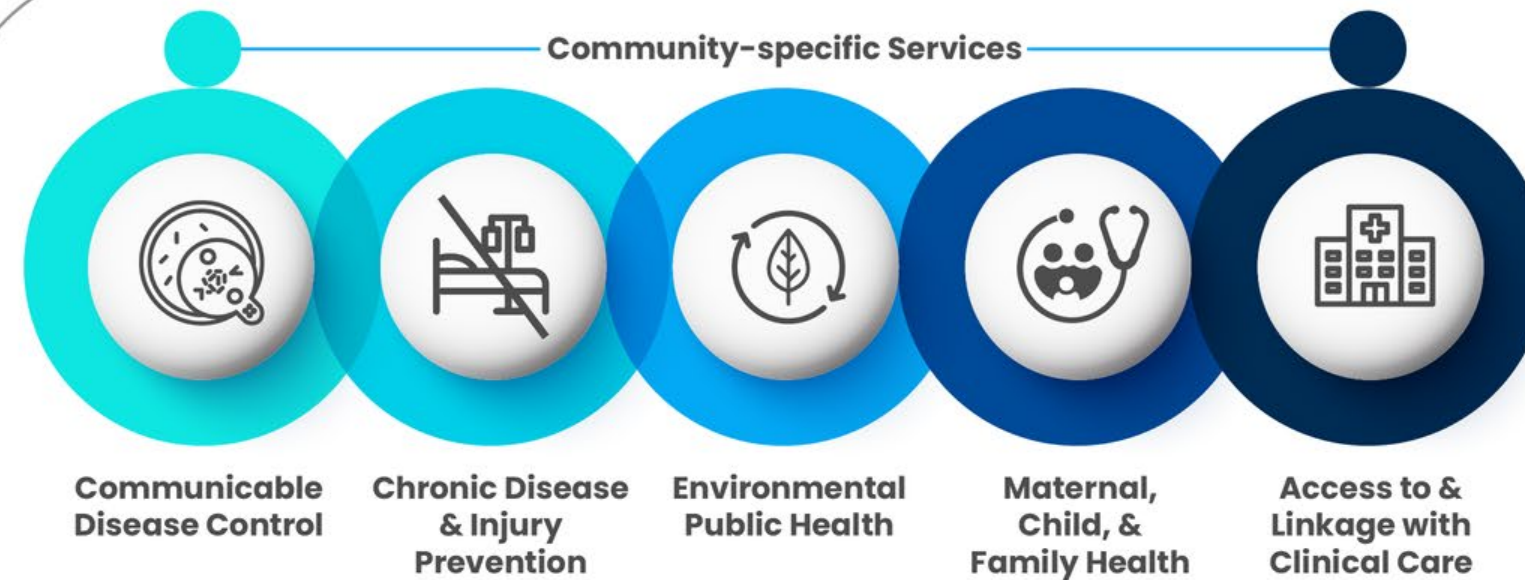


- In 2021, the Minnesota Legislature provided a \$6 million annual appropriation for local and tribal health departments, to carry out the work of strengthening Minnesota's public health system post-COVID.
- The funded projects provide insight into the most efficient and effective ways to assure public health has the expertise, skills, and capabilities it needs to meet new and emerging public health challenges.
- Innovation in communications, data, and partnerships
  - Old way vs. new way



# Foundational Public Health Responsibilities

## Foundational Areas



## Foundational Capabilities

|                              |   |                                   |                             |
|------------------------------|---|-----------------------------------|-----------------------------|
| Assessment & Surveillance    | Community Partnership Development       | Equity                            | Organizational Competencies |
| Policy Development & Support | Accountability & Performance Management | Emergency Preparedness & Response | Communications              |

## Budget

- \$127,000 total

## Timeline

- March 10th, 2023 Funding awarded for the project
- June 30th, 2023 Deadline for spending funds



# Communication Goals

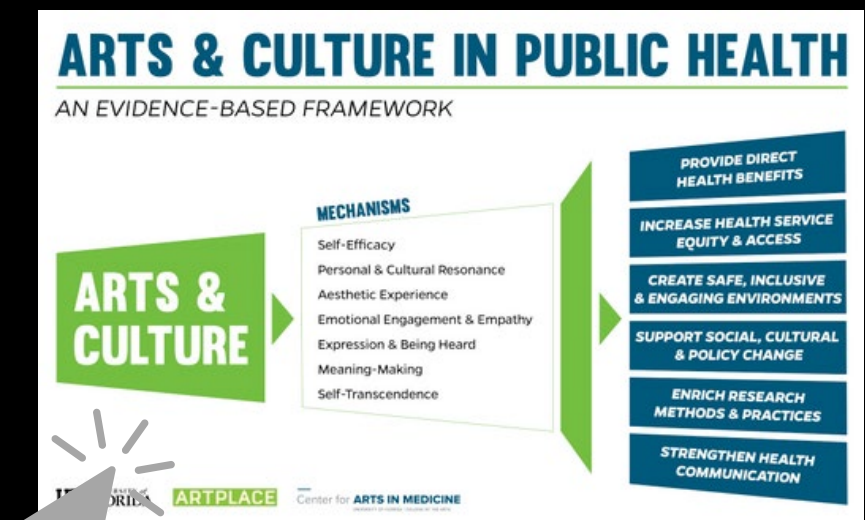
- Increase awareness of risks, resources, prevention and treatment options among populations living with HIV and at risk of contracting HIV.
- Increase awareness of the HIV outbreak among people who don't know that this is an ongoing issue in our region.
- Destigmatize HIV.

# Strategies in Communications



## Lead with art

- Aesthetic experience
- Emotional engagement
- Personal & cultural resonance
- Responsive to lived experiences



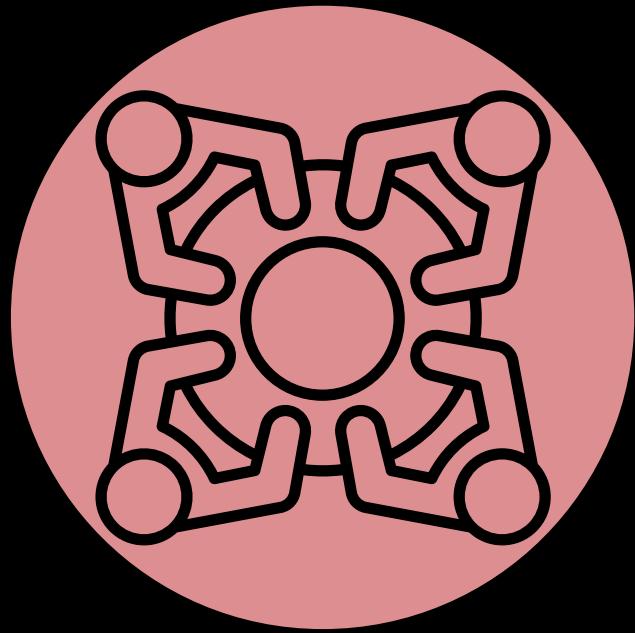
University of Florida  
Center for Arts in Medicine



## Tailor channels to your audience

- Find the right outlets for the message
- Tap into community partner knowledge
- Meet your audience where they are

# Strategies in Community Partnership Development



## Plan & design with partners

- Start at the beginning, together
- Many areas of expertise; all valued
- Consider compensation



## Divide labor; leverage strengths

- Define roles to align with organizational systems & strengths
- Amplify work partners are already doing
- Develop internal relationships as well



# Strategies in both Communication & Community Partnership Development

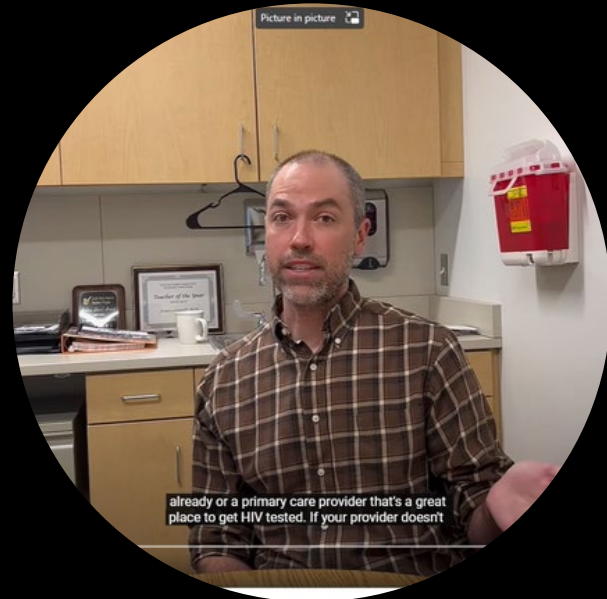


## Bring a gift (swag)

- Honor & value the whole person
- Build trust
- Community members become messengers



Artist Shaun Chosa



Dr. Jamie Conniff

## Speak through trusted messengers

- Local experts lend trust & credibility
- Connections to community

# Partnerships



**AICHO**

American Indian Community  
Housing Organization



**Public Health**  
Prevent. Promote. Protect.



Community  
Health Board





# The Message

- Collaborators were integral to message development. Expertise in:
  - Community outreach
  - Disease prevention & control
  - Communication
- How to achieve communication goals?
  - Bring info & resources to populations most at risk
  - Destigmatize with visibility
  - But wait! Start here:  
“You are loved.”



art by Shaun Chosa

# H is for HUMAN

stop**HIV**northland.org





## The Art

- Title: Zhaabwii (Ojibwe word for survivor)
- The Red Road
  - Returning to traditions
  - Living purposefully, in alignment with cultural values
  - Interconnectedness: each person has their own journey, but many are together on the road.
  - Inner strength & resiliency







Shaun Chosa



Zhaabwii (Survivor)

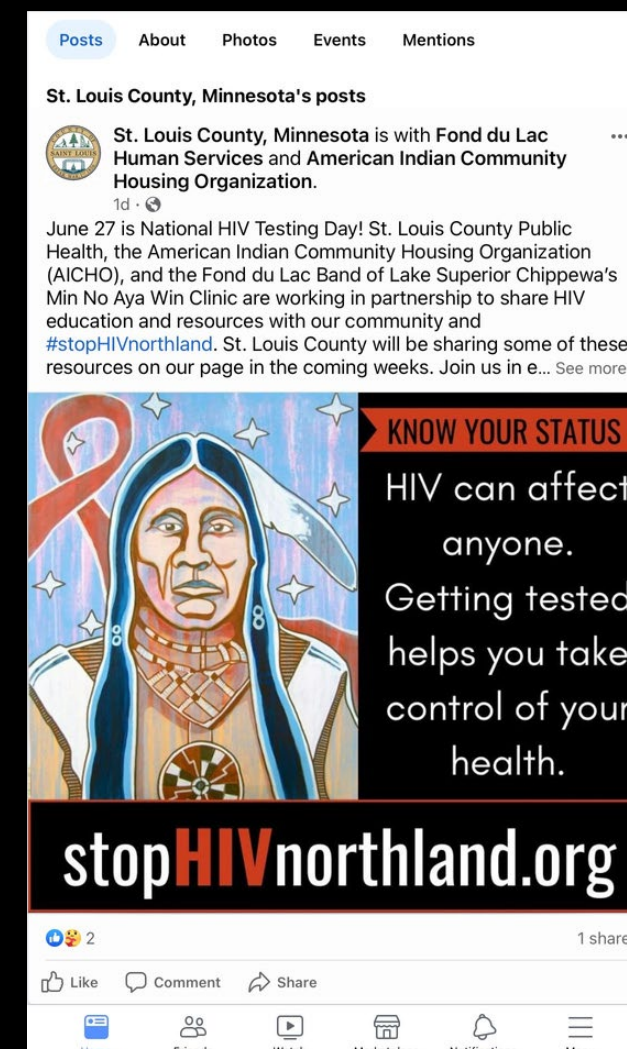


Initial art proposal  
with historical photo



# Communication Channels

- T-shirts
- Swag bags
- Press release
- Billboards
- Bus Wraps
- Banners
- Posters
- Digital Displays
- Social media  
(posts and paid ads)





# T-shirts

- 2,500
- Quality matters
- Destigmatization in action
- Solidarity of seeing other people in the same shirt, spreading the same message
- Walking advertisements

T-shirts =  
\$18,795





# Swag Bags

- 2500 distributed at 20+ locations
- Contents:
  - Cinch Sack
  - Socks
  - Deodorant
  - Shampoo
  - Conditioner
  - Body Soap
  - Condom
  - Sticker Including Art
  - Sticker Including QR Code

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GET TESTED

Swag bags =  
\$19,850





# Outreach





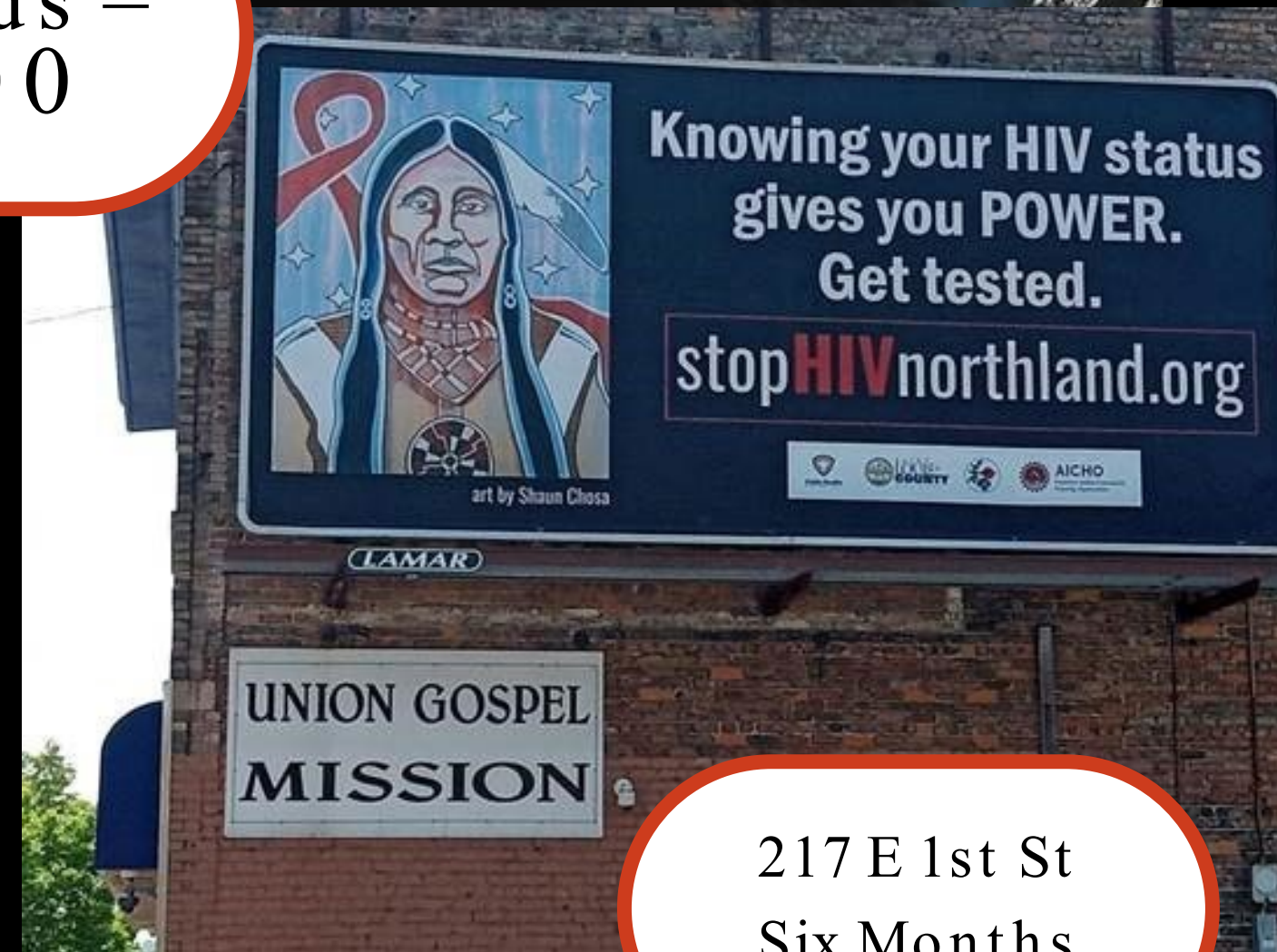
# Billboards

114 E 2nd St  
Six Months



I-35  
@5104 Ramsey St  
Four Months

Billboards =  
\$22,500



217 E 1st St  
Six Months



# DTA Bus Ads

(Duluth Transit Authority)

Total impressions (approximate):

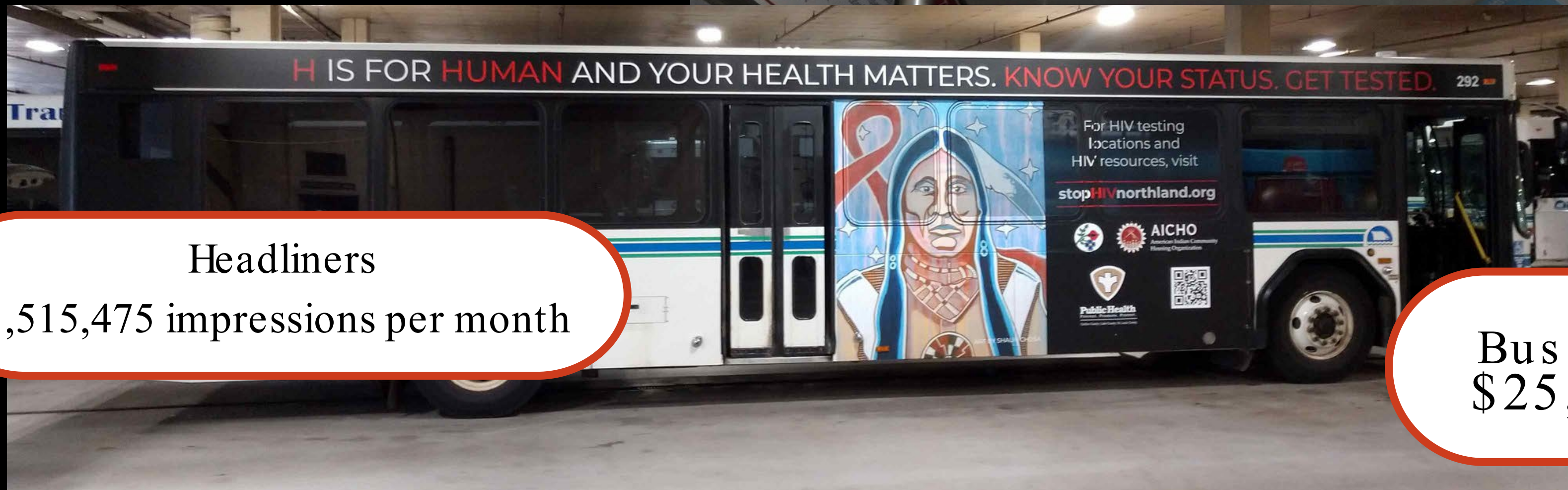
9,320,850  
over 6 months!

12 Ceiling Wraps  
38,000 impressions  
per month



Headliners

1,515,475 impressions per month



Bus ads=  
\$25,000



# Educational Materials

- Tailored for print and virtual

## What is HIV and How is it Spread?

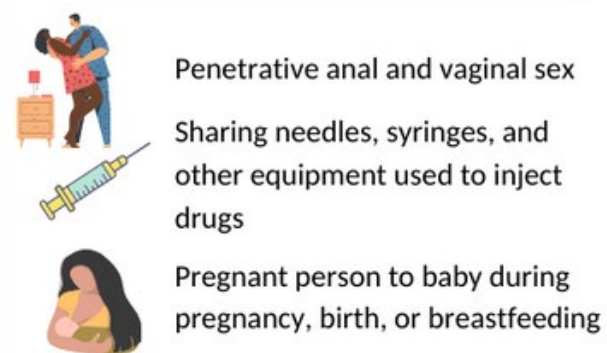
### What is HIV?

HIV (human immunodeficiency virus) is a virus that attacks the body's immune systems. All people can be affected by HIV regardless of race, ethnicity, sexual orientation, gender, income, or other social factors.

#### HIV CANNOT BE SPREAD BY



#### HIV CAN BE SPREAD BY



#StopHIVTogether  
StopHIVNorthland.org



AICHO  
American Indian Community  
Housing Organization



## Undetectable = Untransmittable (U=U)

Did you know that you can lower the amount of HIV virus in your blood to an undetectable level?

### What does U=U Mean ?

U=U stands for "Undetectable equals Untransmittable."

When people living with HIV take their prescribed medication, the amount of HIV virus in their blood, that it is not picked up by lab tests.

### Reaching Undetectable Status

In order to reach undetectable status, you must first receive a positive HIV test result. Your healthcare provider will lower the levels of the HIV virus in your blood. Realize this status may take several months after starting HIV medication. Once the HIV virus is considered "undetectable".

### What does U=U Mean for People living with HIV

When people living with HIV reach an undetectable level, they cannot pass HIV on to others.

U=U means that people living with HIV

### People Living with HIV

If you have a positive HIV test, seek treatment as soon as possible. The earlier you begin treatment, the earlier you can reach undetectable status.

Have you tested positive for HIV?  
Talk to your healthcare provider today to create a treatment plan.

### People Living with HIV (continued)

If you are diagnosed with HIV, it is important to keep yourself healthy. While there is no cure for HIV, people living with the virus are able to live normal, healthy lives with proper treatment.

#### Undetectable = Untransmittable

HIV medication reduces the amount of HIV virus in your blood. If taken every day, the amount of virus can be so low that a test cannot detect it. When the amount of HIV virus reaches this undetectable level, you will not pass on HIV to your sexual partners.

### How to Protect Others





- Find HIV care and take your HIV medicine as prescribed.
- Use condoms the right way every time you have sex.
- Get tested and treated for other STIs (sexually transmitted infections).
- Talk to your sexual partner(s) about PrEP.

### Duluth Area Services For HIV Prevention & Treatment

|   | HIV Testing, Rapid | HIV Testing, Confirmatory | HIV Treatment | HIV PrEP | HIV PrEP | STI Testing | STI Treatment | Condom Distribution | Sterile Injection Supplies | Additional Services:  |
|---|--------------------|---------------------------|---------------|----------|----------|-------------|---------------|---------------------|----------------------------|---|
| Duluth Family Medicine Clinic<br>330 N 8th Ave. E., Duluth<br>218-723-1112  | ✓                  | ✓                         | ✓             | ✓        | ✓        | ✓           | ✓             |                     |                            | CAIR<br>(Center for American Indian Resources)<br>211 W. 4th St. Duluth<br>218-726-1370<br>Offers medical & dental care, mental health & social services. |
| Essentia Health<br>400 E 3rd St., Duluth<br>218-786-3737  | ✓                  | ✓                         | ✓             | ✓        | ✓        | ✓           | ✓             |                     |                            | Chum Center<br>102 West 2nd St. Duluth<br>218-720-6521<br>Offers emergency food & housing services.   |
| Harm Reduction Sisters<br>206 W 4th St. #216, Duluth<br>218-206-6482  | ✓                  | ✓                         |               |          |          | ✓           | ✓             |                     | ✓                          | Damiano Center<br>206 W 4th St. Duluth<br>218-722-8708<br>Offers safe gathering space, food access, & other community services.                           |
| Lake Superior Community Health Center<br>4325 Grand Ave., Duluth<br>218-722-1497<br>222 E. 5th St., Superior, WI<br>715-394-5411  | ✓                  | ✓                         | ✓             | ✓        | ✓        | ✓           | ✓             |                     |                            | Also offers medical, dental, & mental health services on a sliding fee scale.   |
| Lutheran Social Services<br>1422 East Superior, Duluth<br>218-529-2230  | ✓                  | *                         |               |          |          | ✓           | ✓             | ✓                   |                            | Also offers emergency & long-term housing; support groups for ages 13-24; & more.   |
| Planned Parenthood<br>1001 East Central Entrance<br>Suite 100, Duluth<br>218-722-0833   | ✓                  | ✓                         |               | ✓        | ✓        | ✓           | ✓             | ✓                   |                            | * Referrals for confirmatory testing<br>** Syphilis, rapid test<br>*** Call or text for mobile delivery   |
| RAAN (Rural AIDS Action Network)<br>Duluth: 31 West 1st St., 218-481-7225<br>Hibbing: Lakeview Behavioral Health, 2729 E. Beltline, Open Tuesdays 12-4:00<br>Virginia: Arrowhead Center, 505 S. 12th Ave. W., Open Thursdays 1-4:00 | ✓                  | ✓                         |               |          |          | ✓           | ✓             | ✓                   | ✓                          |   |
| St. Luke's<br>915 E 1st St., Duluth<br>218-249-7990   | ✓                  | ✓                         | ✓             | ✓        | ✓        | ✓           | ✓             |                     |                            |   |
| WE Health Clinic<br>32 E 1st St., Duluth<br>218-727-3352  | ✓                  | ✓                         |               | ✓        | ✓        | ✓           | ✓             | ✓                   |                            |   |

This guide was adapted from a resource created by the Midwest AIDS Training & Education Center.



| Social Media<br>By the Numbers<br>June 19 - July 18                                 | Impressions                          | Interactions                               | Cost    |
|---|--------------------------------------|--|---------|
|    | 761,521                              | 4,426 clicks                               | \$3,789 |
|   | 60,529                               | 6,755 views<br>11.16% view rate            | \$653   |
|  | 207,056<br>205,052 (2nd run, August) | 390 clicks<br>393 clicks (2nd run, August) | \$2,500 |
|  | 18,030<br>28,032 (2nd run, August)   | 480 clicks<br>834 clicks (2nd run, August) | \$2,500 |



stopHIVnorthland.org

5,547 Views since  
May 12th

# Questions?



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Jenna Olson

[OlsonJ1@communityhealthboard.org](mailto:OlsonJ1@communityhealthboard.org)