

HIV/AIDS in Prince George's County



Ravinia Hayes-Cozier, MHA
Deputy Associate Director, Family Health Services
Prince George's County Health Department



HEALTH
DEPARTMENT
Prince George's County

Vision Statement

All Prince Georgians are their healthiest at every age and every stage.

Mission Statement

To lead, engage, and empower our community to work collaboratively towards disease prevention, health equity, and total well-being.



What is HIV/AIDS?



- Human immunodeficiency virus (HIV) is the pathogen that causes AIDS.
- A person with advanced HIV infection is classified as having AIDS.
- 7-8% of PGCHD clients have been diagnosed with AIDS.

Source: CDC. [https://www.cdc.gov/nchs/hus/sources-definitions/aids.htm#:~:text=Human%20immunodeficiency%20virus%20\(HIV\)%20is,the%20onset%20of%20opportunistic%20diseases.](https://www.cdc.gov/nchs/hus/sources-definitions/aids.htm#:~:text=Human%20immunodeficiency%20virus%20(HIV)%20is,the%20onset%20of%20opportunistic%20diseases.)



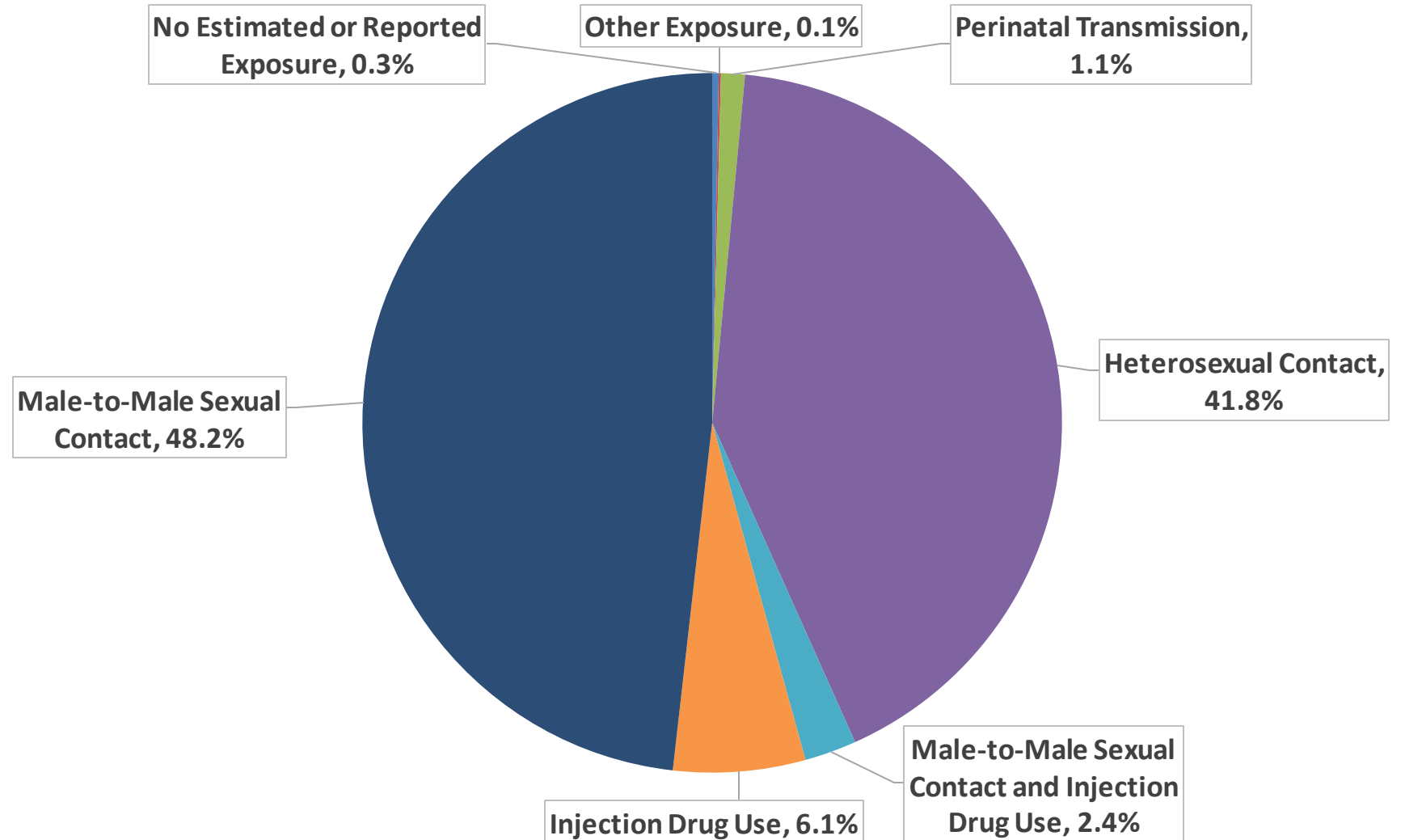
Tackling Common Misconceptions

- It is not a death sentence as previously thought.
- Antiretroviral Therapy(ART) ensures that individuals living with HIV lead a long life.
- Undetectable = Untransmittable (U=U)
- Cannot be spread through casual contact or sharing utensils.
- Untreated STIs (especially syphilis) increase HIV risk.



HIV Exposure in Prince George's County?

8,045 people living with HIV in Prince George's County



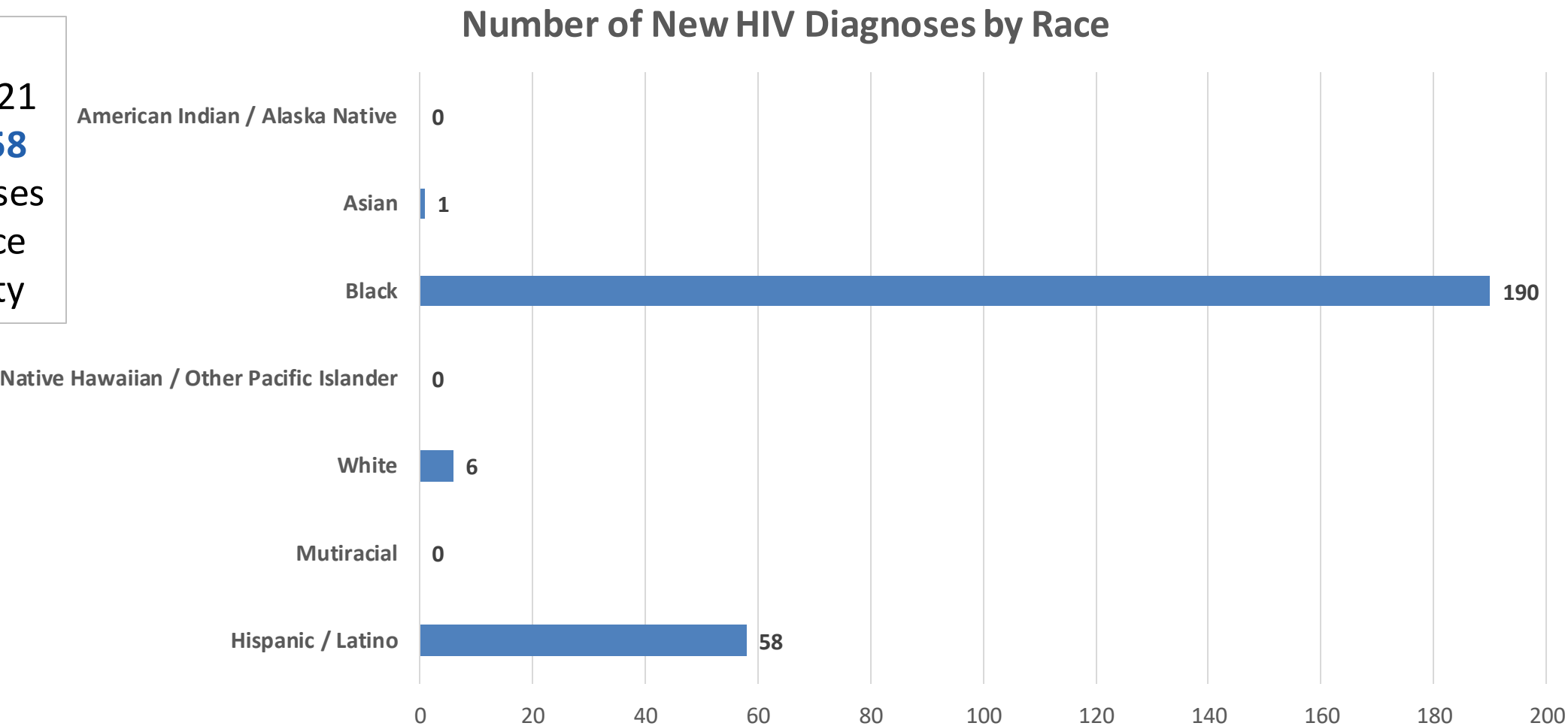
HIV and STI rates in Prince George's County

HIV			Chlamydia			Gonorrhea			Syphilis		
Rank	ZIP Code	Rate (Per 100,000)	Rank	ZIP Code	Rate (Per 100,000)	Rank	ZIP Code	Rate (Per 100,000)	Rank	ZIP Code	Rate (Per 100,000)
1	20745	65.1	1	20623	1262.8	1	20746	498.8	1	20722	212.6
2	20712	64.8	2	20746	979.4	2	20743	469.8	2	20746	144.6
3	20706	57.0	3	20743	867.3	3	20747	424.7	3	20608	136.2
4	20781	55.4	4	20745	830.6	4	20745	356.5	4	20710	134.0
5	20785	54.4	5	20747	815.5	5	20748	332.2	5	20745	104.3
6	20774	52.5	6	20710	793.9	6	20623	315.7	6	20785	103.2
7	20746	49.7	7	20782	785.7	7	20785	307.3	7	20743	98.1
8	20705	46	8	20785	761.0	8	20722	278.0	8	20748	93.5
9	20613	42.1	9	20748	750.4	9	20613	260.4	9	20712	92.0
10	20710	38.9	10	20742	716.3	10	20710	257.8	10	20607	89.9



Who is most impacted by HIV in Prince George's County?

237 new HIV diagnoses in 2021 increased to 258 new HIV diagnoses in 2022 in Prince George's County



Prince George's County Comparison

New HIV Diagnosis

Rank	Jurisdiction	New HIV Diagnosis Rate	Reported Cases
	Maryland	14.4	395
1	Baltimore City	32.6	158
2	Prince George's	32.3	258
6	Montgomery	12.1	107

Chlamydia

Rank	Jurisdiction	Chlamydia Rate	Reported Cases
	Maryland	535.0	32,398
1	Baltimore City	1,196.7	7,014
3	Prince George's	766.7	6,974
12	Montgomery	362.6	3,814

Gonorrhea

Rank	Jurisdiction	Gonorrhea Rate	Reported Cases
	Maryland	199.0	12,052
1	Baltimore City	670.5	3,930
4	Prince George's	264.5	2,406
15	Montgomery	89.0	936

Syphilis

Rank	Jurisdiction	Syphilis Rate	Reported Cases
	Maryland	44.3	2,684
1	Baltimore City	143.1	839
2	Prince George's	73.3	667
7	Montgomery	25.4	267



HIV & STIs are Preventable

- Condoms
 - Correct use prevents HIV and STIs
- Pre-exposure prophylaxis (PrEP)
 - For those who do not have HIV
 - Daily pill or one shot every 2 months
- Post-exposure Prophylaxis (PEP)
 - Must be started within 72 hours of a possible exposure
- Treat STIs
 - Get tested
 - Untreated STIs increase risk of acquiring HIV



How is the Health Department Addressing HIV?

- HIV services in the county
- Collaboration
- EHE Initiative
- Media Campaign
- Engaging the community



Prince George's County Health Department Services

- HIV and STI screening and treatment
- Prevention services (PReP and education)
- Community outreach
- Outpatient ambulatory health services
- Substance abuse outpatient care
- Medical transportation
- Housing services
- Food cards



Collaborations



Heart To Hand, Inc.

"A heart that cares with hands to help."

Women and transgender: workforce development, linkage to care, education



Women of color, men of color, young MSM, returning citizens: HIV testing, linkage to care.



LatinX, Young MSM: HIV testing and linkage



Seniors: Living and wellness support



Youth: HIV testing and education



Young Black and Latino gay, bisexual and other men who have sex with men: Peer education

LatinX: referrals, linkage to care, outreach, education



HEALTH DEPARTMENT
Prince George's County

GOAL:

75%
reduction in new
HIV infections
by 2025
and at least
90%
reduction
by 2030.



Ending the HIV Epidemic in the US (EHE) provides resources to 50 local areas where more than half of new HIV diagnoses occur. In total, these priority areas include 48 counties, Washington, D.C., and San Juan, Puerto Rico. EHE also provides resources to seven states with a substantial rural burden.



Diagnose all people with HIV as early as possible.

Treat people with HIV rapidly and effectively to reach sustained viral suppression.



Prevent new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs).

Respond quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them.



Reducing Stigma Around HIV



Comprehensive education campaigns



Using podcasts to tell stories



Creating safe spaces for open conversation



Implementing and enforcing policies that protect against discrimination



Engaging public figures, community leaders, and social media influencers to champion HIV awareness.



Cancel HIV Media Campaign

- Increases awareness
- Engages communities
- Utilizes real community people in ads and shows county specific markers
- Engages residents through focused messaging



Campaign Highlights Since 2021

- 2022 radio townhall with radio personality Cheryl Jackson, aired on WPRS and Majic.
- Interview segments on Great Day Washington show.
- A four-part Novella type series on HIV prevention.
- Ads that feature county residents and advocates.
- Radio Interviews with Dr. Diane J. Young, Family Health Services Associate Director and other HIV experts on WKYS, WPRS and WMMJ



Message Spotlights

- Physician to physician
- Community partners' program highlights
- Promoting sex positive images
- Messages in Spanish
- Increasing visibility of the county's HIV prevention and treatment services
- Raising awareness about the availability of HIV prevention resources like condoms and PrEP
- Content that engages specific groups like ages 18-34, black heterosexual men, LGBTQ community and women.



Banners Ads from Digital Campaigns with WUSA9



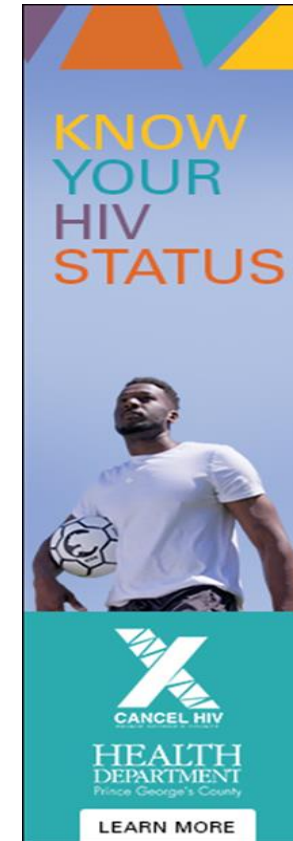
Banner ads are placed on websites, social media, and boosted to county residents through media strategies like zip code targeting.

Geofence Top Performing Locations

October 2021 – January 2022

Some of the ads used
for Geofence.

Geography Geo Fence Name	Performance Impressions	Performance Clicks	Performance CTR
Illusions The Drag Brunch Uproar Lounge & Restaurant 639 Florida Ave NW Washington DC 20001	964,078	1,064	0.11%
Diva Royale Drag Queen Show 1201 New York Ave NW, Washington, DC 20005	81,830	20	0.02%
Pitchers DC 2317 18th St NW Washington DC 20009	78,815	35	0.04%
DuPont Italian Kitchen 1637 17th St NW Washington DC 20009	66,273	13	0.02%
Larry's Lounge 1840 18th St NW Washington DC 20009	63,220	9	0.01%
Drag Show, Harlot DC 2001 11th St NW Washington DC 20001	62,000	10	0.02%
Little Miss Whiskey's Golden Dollar 1104 H St NE Washington DC 20002	60,957	9	0.01%
18th & U Duplex Diner 2004 18th St NW Washington DC 20009	56,309	12	0.02%
Green Lantern 1335 Green Ct NW Washington DC 20005	44,993	9	0.02%
	42,301	5	0.01%



Geofence marketing is specific location-based advertising that allows content targeting to a specific target location. In the data table the WUSA9 campaign geofenced to LGBTQ meetup spots.



HEALTH
DEPARTMENT
Prince George's County

Engaging the Transgender Community



Engaging Various Communities



CANCEL HIV
PRINCE GEORGE'S COUNTY

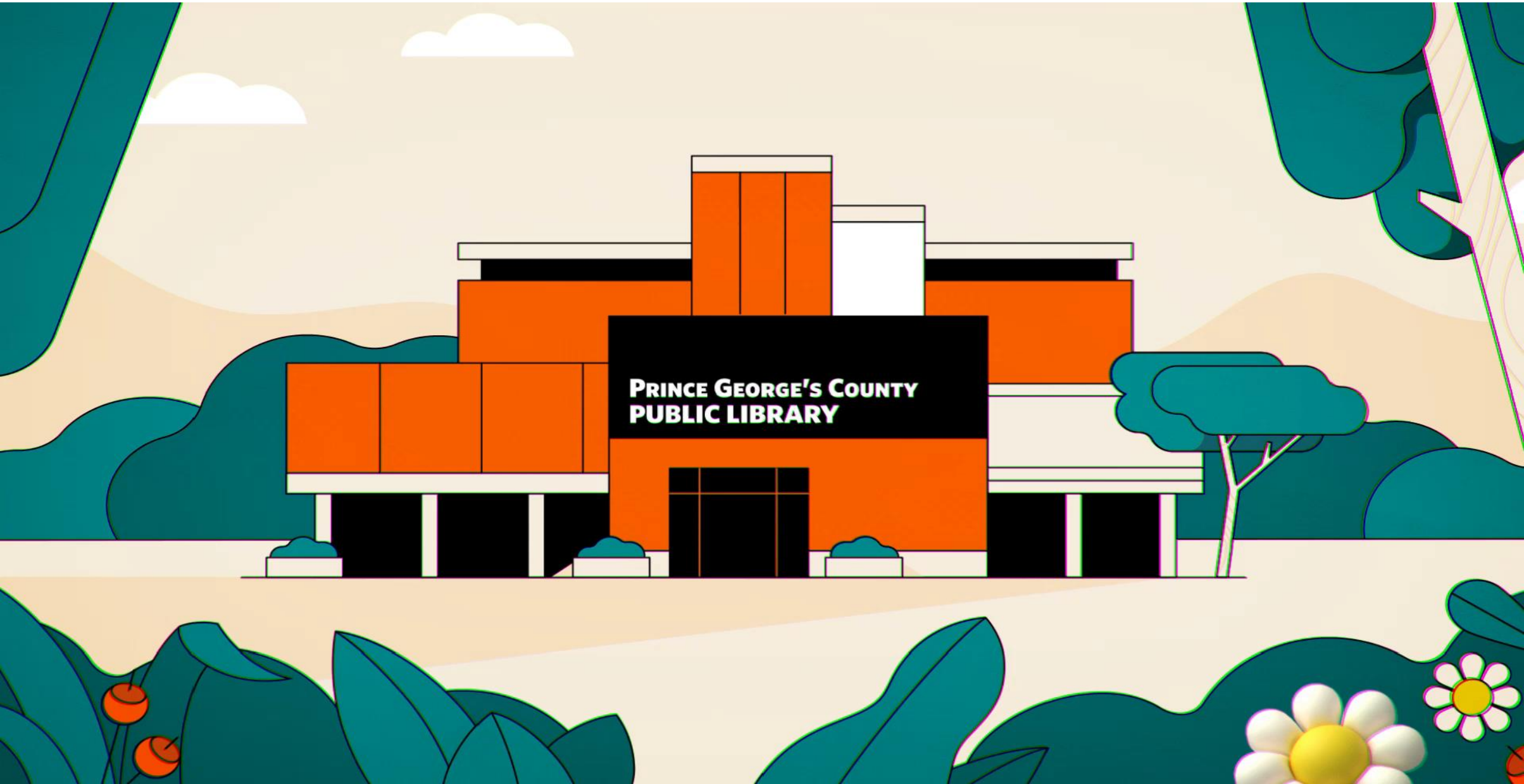
HIV Prevention messages




Engaging Audiences through Video Animation




Engaging Audiences through Video Animation




Bus shelter ads



No matter if you have sex with him, her or them, it's important to get tested for HIV and receive care and treatment if you test positive. Let's Cancel HIV in Prince George's County.

 **HEALTH DEPARTMENT**
Prince George's County

For information about HIV testing, care & treatment, contact 301-583-3150.



HEALTH DEPARTMENT
Prince George's County

HIV Prevention Novella style video series

- This newest media campaign raises awareness about HIV.
- Episodes are being aired on various streaming platforms.
- Watch the series on the Cancel HIV website page at health.mypgc.us/endinghiv



Novella Video 1

PRINCE GEORGE'S COUNTY HEALTH DEPARTMENT PRESENTS

LET'S TALK HIV PREVENTION

EPISODE 1



**HEALTH
DEPARTMENT**
Prince George's County


Positive Voices Podcast

A collaboration between DC Health, Prince George's County Health Department, and Montgomery County Health Department.

The podcast is presently in season 2. It amplifies the voices of our HIV community members, giving them space to share their life experiences.

<https://www.dccendshiv.org/podcast2>





#216
Status, Behavior, and Stigma: Talking about HIV in the Black MSM Community
March 25, 2024 • 55:37

Black men who have sex with men are the demographic with the highest risk of contracting HIV, so you know we're going to talk about it. In this episode, we're joined by Mark and Zaine, who get into all the juicy details of past relationships, the do's and don'ts of disclosure, and the state of the Black MSM community in the DMV and abroad. The bottom line? "The positive person is not the problem; the behavior is the problem."

[View Episode →](#)



#207
Sharing Spaces: Unpacking the Trans Experience
January 22, 2024 • 48:26

"We want our own lane; we're not here to replace anybody." And that's that on that! This week, Tei and Malachi are speaking with Daijah Walters and Dr. Selena Dagnino about the trans community, trans health, and their experiences as trans women. If you take anything away from this episode, remember that trans women know what's best for them, and they deserve seats at the table to share that knowledge and experience with the world.

[View Episode →](#)



#208
Facts and Folklore In Trans Health
January 29, 2024 • 24:25

Dr. Selena Dagnino is back to use her experience to answer all of our questions regarding trans health. Weather fact or folklore, the truth is out there, which is why it's critical to listen to trans experiences AND trusted medical specialists. We're excited to share part two of our transgender-focused episodes! This program contains language and subject matter that some audiences may find triggering or sensitive. Our purpose is to encourage engagement in care and treatment; however, please consider your well-being before continuing.

[View Episode →](#)



**HEALTH
DEPARTMENT**
Prince George's County

Where can residents get tested?

Cheverly Health Center

3003 Hospital Drive
Cheverly, MD 20785

Maternal and Child Health Center

14207 Park Center Drive
Suite 102
Laurel, MD 20707



Get tested at the Prince George's County Health Department by calling (301) 583-3150 or visiting us at <https://health.mypgc.us/endinghiv> for more information and resources.



**HEALTH
DEPARTMENT**
Prince George's County

HIV Treatment Messages

