

**BERGEN-PASSAIC TGA
2012/2013 EIIHA PLAN**

Target Group T1: Latina Women		
Priority Needs:		
Self empowerment; self efficacy; stress from work and family issues; language issues; literacy; depression; poverty; dealing with the consequences of immigration status; transportation; child care; fear of deportation; dealing with stigma of HIV.		
Activities to Address Priority Needs		Responsibility
Timeline		
1. Identify female peer educators from Part A Programs such as Hyacinth Foundation and Hispanic Multi-Purpose Service Center, Passaic Alliance to outreach into the communities and develop one-on-one relationships with at-risk Latina.	Part A Outreach sub-grantees	Q3 2012
2. Provide educational programs at non-Part A organizations in the Hispanic communities such as the Hispanic Information Center, the Community Health Partnership of Bergen County and other community centers, churches and/or other social venues at a rate of one per quarter beginning second quarter FY 2013.	Grantee with the Planning Council	Q3-Q4 2013
3. Create a Latina Collaborative of Part A and key non-Part A stakeholders to coordinate EIIHA activities for this target population.	Grantee and EIIHA Work Group	Q1 2013 & Ongoing
4. Educate physicians and nurses who work with Latina on general health issues and the need for routine HIV testing.	Grantee and the Planning Council	2012 & Ongoing
Cultural Challenges:		
Many subcultures leading to disenfranchisement; machismo; domestic violence; class discrimination; varied levels of acculturation; reluctance to discuss issues openly with family and medical professionals.		
Activities to Address Cultural Challenges		Responsibility
Timeline		
1. Create and maintain a website in the Spanish language with a page devoted to Latina at risk for HIV.	Grantee and EIIHA Work Group	Q1 2013
2. Provide public service messages in local Hispanic media/social media targeted to Latina to de-stigmatize, normalize and encourage conversation about HIV disease and testing.	Grantee and EIIHA Work Group	Q1-Q3 2013
3. Collaborate with educational institutions to produce a minimum of one program, utilizing the social media, to begin the dialogue about HIV.	Grantee and EIIHA Work Group	Q1-Q3 2013
4. Seek out a higher education program to create, manage and evaluate the social marketing programs.	Grantee and EIIHA Work Group	Q1-Q3 2013
5. Participate in up to three Latino health fairs to educate on women's health, the need for HIV testing, and cultural stigma; and provide HIV testing on site.	Part A Outreach sub-grantees	Q2-Q3 2013
6. Utilize the peer educators to advance the discussion of stigma, machismo, and other cultural barriers to HIV testing.	Part A EIS sub-grantees	Q1-Q4 2013 & Ongoing

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Target Group T2: Latino MSM		
Priority Needs:		
Substance abuse assessment, i.e., abuse of recreational drugs, alcohol, prescription drugs, sexual performance enhancing drugs; health and risk reduction education; social service needs, especially food resources; routine primary health care.		
Activities to Address Priority Needs	Responsibility	Timeline
1. Create a Latino MSM Collaborative of Part A and key non-Part A stakeholders in the TGA to coordinate EIIHA activities for this target population.	Grantee and EIIHA Work Group	Q1 2013
2. Collaborate with grass-roots culturally sensitive organizations to provide confidential information about social services along with a local resource guide.	Grantee and EIIHA Work Group	Q2 2013 & Ongoing
3. Network with faith-based organizations (church pastors) that serve Latino MSM to build awareness of available culturally sensitive social services.	Part A Outreach sub-grantees	Q1 2013 & Ongoing
4. Network with social service organizations that serve Latino MSM to build awareness of available culturally sensitive social services.	Part A Outreach sub-grantees	Q1 2013 & Ongoing
5. Educate Latino MSM on the risks of using combination drugs for recreational purposes.	Part A EIS sub-grantees	2011 & Ongoing
Cultural Challenges:		
Ethnic sub-cultures, stigma, suspicion, shame, targeted by hate crimes (safety), illegal immigration, reticence to be seen or heard, isolation, fear of disclosure, non-communication, language issues.		
Activities to Address Cultural Challenges	Responsibility	Timeline
1. Continue to conduct outreach activities to provide health information including HIV testing at Latino gay clubs in Paterson; and provide HIV testing on site.	Part A EIA sub-grantees and EIIHA Work Group	2012 & Ongoing
2. Utilize a peer educator to engage Latino MSM at entertainment venues in the TGA.	Part A Outreach sub-grantees	2012 & Ongoing
3. Advocate at the NJ HIV/AIDS Planning Group (NJHPG) to expand the CDC-approved Mpowerment Project and bring it to the TGA.	Planning Council	2012 & Ongoing
4. Collaborate and cooperate with NJHPG in their initiatives that target MSM.	Planning Council	2012 & Ongoing
5. Advocate at the NJHPG to expand the CDC-approved Many Men, Many Voices (3MV) interventions and bring it to the TGA.	Planning Council	Q1 2013
6. Utilize the internet and electronic social media to communicate with Latino MSM about the need for HIV testing and health education.	Grantee	Q1 2013 & Ongoing

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Target Group T3: African-American Women		
Priority Needs:		
Overall access to health care, insurance, financial resources, transportation, safe affordable housing, education and vocational training, support.		
Activities to Address Priority Needs	Responsibility	Timeline
1. Collaborate with local welfare offices, federally qualified health centers and boards of social services to educate African-American women on the need to access routine health care and HIV testing.	EIIHA Work Group	Q1 2013
2. Advocate for policy change with local, state and federal legislators to alleviate the priority needs of African-American women.	Planning Council	2012 & Ongoing
3. Expand outreach activities to African-American women at risk for HIV, and assist them with accessing primary medical care. Target Abbott pre-schools and elementary schools with significant African-American enrollments to reach impoverished women at risk for HIV.	Part A Outreach sub-grantees	Q1 2013 & Ongoing
Cultural Challenges:		
Low socioeconomic status, single head of households with multiple dependents; low educational attainment; substance abuse prevalence, stigma, unflattering stereotyping.		
Activities to Address Cultural Challenges	Responsibility	Timeline
1. Collaborate with schools and vocational training facilities to raise awareness of HIV.	EIIHA Work Group	2012 & Ongoing
2. Collaborate with Alcoholics Anonymous, Narcotics Anonymous, Double Trouble, Al-Anon and Nar-Anon, and CODA to include HIV risk education, targeting African-American women at risk for HIV.	EIIHA Work Group	2012 & Ongoing
3. Combat HIV stigma among African-American women through public service announcements via popular radio stations (WBLS, WLIB, Hot97.1, 98.7 KISS, etc.).	Planning Council with Community Development Committee	2013
4. Expand outreach to local nail salons, beauty salons and churches.	Part A Outreach sub-grantees	Q1 2013 & Ongoing

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Target Group T4: Middle Eastern Communities		
Priority Needs:		
Ethnically compatible physicians and nurses, literature in native languages, inability to communicate health and social needs.		
Activities to Address Priority Needs	Responsibility	Timeline
1. Collaborate with Middle Eastern medical providers about the need for HIV testing.	EIIHA Work Group	2012 & Ongoing
2. Invite a member of the Middle Eastern community to participate in activities of the Planning Council and its committees.	Planning Council and Community Development Committee	2012 & Ongoing
3. Educate Part A Providers on cultural competencies required to serve the Middle Eastern communities.	Grantee and CEO	2012 & Ongoing
4. Educate physicians and nurses who serve the Middle Eastern community about HIV testing and linkage to care.	Grantee and CEO	2012 & Ongoing
Cultural Challenges:		
Denial of HIV as a social problem in the community; closed community; language issues; social taboo of HIV; medical care practices requiring same sex physicians; gender inequality; bias and prejudice; political distrust.		
Activities to Address Cultural Challenges	Responsibility	Timeline
1. Seek entry into Middle Eastern social organizations in an effort to begin the dialogue on HIV.	EIIHA Work Group	2012 & Ongoing
2. Seek out Middle Eastern community centers along with Islamic Centers to cross-dialogue on cultural differences and similarities, and reach a common ground regarding HIV.	EIIHA Work Group	2012 & Ongoing

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Identifying Individuals Unaware of their HIV Status		
Essential Activities Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Create an EIIHA Work Group to oversee collaborative activities both in and outside the Ryan White Part A Program.	Planning Council	Completed
2. Expand the roles of outreach workers to include education through one-on-one interventions.	Grantee and Part A Outreach sub-grantees	2013 & Ongoing
3. Expand the roles of outreach workers to include on-site interventions.	Grantee and Part A Outreach sub-grantees	2013 & Ongoing
4. Increase coordination and collaboration between Outreach and EIS.	Grantee and Part A Outreach sub-grantees	2013 & Ongoing
5. Clarify responsibilities between Outreach and EIS.	Grantee and Part A Outreach sub-grantees	2013 & Ongoing
6. Continue the Physician Education Program to educate primary care physicians and nurses about policy on routine HIV testing.	Grantee and Planning Council	2012 & Ongoing
Essential Activities Not Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Create social marketing programs via popular media such as internet, print, local radio and cable TV to educate and dispel the stigma of AIDS.	EIIHA Work Group with Grantee	2013
2. Engage existing collaboratives and social service organizations to address barriers, routine IV testing practices.	EIIHA Work Group and social service organizations such as the Paterson Alliance and the Community Health Partnership of Bergen County	Q2 2012
3. Offer evidence-based HIV disease prevention programs in the TGA.	Part A sub-grantees	2012 & 2013
4. Educate policy makers about HIV and the need to address socioeconomic barriers to HIV testing.	Planning Council	Q3 2012
5. Expand the electronic exchange of health information between HIV testing sites and medical care providers.	Grantee	2013 through 2014 & Ongoing

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Informing Individuals of their HIV Status		
Essential Activities Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Collaborate with DHSTS on providing adequate and location appropriate training for contact elicitation.	Grantee	2012 & Ongoing
2. Continue to work with the New Jersey Notification Assistance Program to assure notification of HIV test results.	Part A EIS sub-grantees	2012 & Ongoing
3. Encourage all providers to routinely illicit new contacts and refer to partner services, as necessary.	Grantee and Part A sub-grantees	2012 & Ongoing
Essential Activities Not Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Collaborate with HIV testing sites, particularly CBOs, to initiate linkage to a clinical site at the time of preliminary positive result.	Grantee and EIIHA Work Group	2012 & 2013

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Referring Individuals to Medical Care and Services		
Essential Activities Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Identify new providers to deliver EIS.	Grantee	2012 & 2013
2. Continue to expand utilization of the eCOMPAS electronic referral module developed to track referrals among sub-grantees.	Grantee and Part A sub-grantees	2012 & Ongoing
Essential Activities Not Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Expand the electronic exchange of health information between HIV testing sites and medical care providers.	Grantee and HIV testing sites	2013-2014 & Ongoing

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Linking to Medical Care		
Essential Activities Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Expand the electronic exchange of health information between HIV testing sites and medical care providers.	Grantee	2013-2014 & Ongoing
2. Participate in the National Quality Center's In+Care Campaign.	Part A Quality Management Team with the New Jersey Cross-Part Collaborative	In progress & Ongoing
Essential Activities Not Able to be Implemented Immediately		
Task	Responsibility	Timeline
1. Create and implement a linkage model from testing to care.	EIIHA Work Group	2013
2. Participate in expanded contact elicitation training with DHSTS as programs become available in the TGA.	Part A EIS providers and HIV testing sites	2013
3. Link Part A and the Part C/D medical provider through electronic exchange of health information.	Grantee and Part C/D provider	2013-2014