NEW COMMUNITY HIV PLANNING GROUP MEMBERS

The Virginia Community HIV Planning Group (CHPG) welcomed eleven new members in October. Yolanda Alexander, Maria Altonen, Robert Cheek, Daniel Lopez, and Alexandria Robinson all come from the Central region. Several new members hail from areas not before represented on CHPG, including Keith Arendall of South Boston and Ernie Cleveland of Harrisonburg. Doris Plant-Hill of Charlottesville, and Jennifer Shiflett of Fredricksburg round out CHPG’s new members from the Northwest health region. Rodney Lewis of Fairfax and Thomas Villa of Rockville, Maryland come to CHPG from agencies in the Northern region. The 35 member committee has representation from Virginia’s five health regions and includes consumers, service providers and state agency representatives. If you are interested in learning more about the CHPG or applying for membership, check the Get Involved Page.

LET’S TALK ABOUT PREP CAMPAIGN EFFORTS

The Let’s Talk About PrEP (LTAP) campaign was produced through a Centers for Disease Control and Prevention grant, Project PrIDE, funded in the Virginia Beach-Norfolk-Newport News Metropolitan Statistical Area (VBNNN MSA). Efforts on the LTAP campaign began on September 2016 and ended on September 2019. The campaign created over 171 different media assets and over 58 community materials for community partners and local health departments. These assets and materials were also used and customized for initiatives outside of the VBNNN MSA.

The following results were achieved through campaign placements from 2016 until 2019:

- 126.7 million impressions (outdoor, digital, radio, television)
- 12.4 million reach (digital, television, radio, print)
- 3.2 million digital video views
- 294,800+ clicks to web resources
- 14,800+ social media engagements
- 100,000 printed/community materials
- 3,905 PrEP/PEP Action kits distributed (these kits were sent to clinicians in the VBNNN MSA to increase knowledge and interest in prescribing PrEP)

Included are some definitions and context for the above terminology. Impressions are the number of times that an ad was shown. Reach is the number of people who saw or heard at least one ad; it is not available for outdoor placements. Video views only include videos viewed for 3 seconds or longer. Social engagements are only for digital ads and include likes, shares, and comments on Facebook and Instagram posts.

Evaluation of the campaign occurred throughout the project and included both focus groups and surveys. Most recently, a digital survey was conducted among 297 individuals. These individuals identified as gay/same-gender loving, bisexual,
or transgender, were 18 years of age or older, and resided in the VBNNN MSA. Some highlights are:

- Eighty-eight percent of respondents recall having seen at least one campaign element.
- A majority (62%) had seen a video featuring individuals sharing their experiences with PrEP.
- An overwhelming majority (96%) of respondents described the video(s) shown as part of the survey as “informative” with a majority providing the highest rating of “very informative.”
- Nine out of 10 (91%) said the video(s) were “relatable,” again with a majority providing the highest rating of “very relatable.”
- Overall the video(s) got high ratings from respondents with eight out of 10 (81%) giving five or four stars (out of five).
- More than nine out of 10 (95%) said they “liked” the campaign overall and 97% said the campaign provided “useful information”.
- Large majorities say the campaign makes people think (96%) and talk (90%) more about PrEP.
- Nine out of 10 (92%) said the campaign makes people more likely to consider PrEP.
- Those with prior familiarity of the campaign were more likely to know about PrEP (92%) as compared with those who had not seen the campaign before the survey (66%).

For more information on the LTAP campaign please contact Chris Barnett, Social Media Coordinator, at christopher.barnett@vdh.virginia.gov. For more information on the PrEP, please contact Eric Mayes, PrEP Coordinator, at eric.mayes@vdh.virginia.gov.

WORLD AIDS DAY EVENTS
World AIDS Day is fast approaching on December 1. If your agency is hosting an event, please register it on WorldAIDSDay.org. Besides creating an event on social media, this site is the number one response when searching “World AIDS Day events” on Google. Get more interest and participants at your event.

PERSONNEL
Farewell
Anne Rhodes, Deputy Director for the Division of Disease Prevention, departed VDH on November 10. She has taken a new position at the University of Maryland, Baltimore working in the Institute of Human Virology. Anne has worked for VDH since 2011 and has done work with VDH since 1994, overseeing data systems and analysis for the Ryan White grant and across HIV programs.

Chelsea Canan, lead HIV Epidemiologist, (chelsea.canan@vdh.virginia.gov), and Carrie Walker, HIV Care Services Analyst, (carrie.walker@vdh.virginia.gov), will be covering most of her duties.

Anne has a message for everyone: “Thank you to all the wonderful people I have worked with at VDH and in the community over the past 25 years. It has been a privilege to work with such wonderful people who are dedicated to improving the lives of persons living with and at risk for HIV and STIs in Virginia. I look forward to hearing about all of the great work that will continue!”