







# “Who’s Leading the Leading Health Indicators?”

- Sixth installment of the monthly series, “Who’s Leading the Leading Health Indicators?”
- Highlight organizations using evidence-based approaches to address one of the Healthy People 2020 Leading Health Indicator (LHI) topics.



# Webinar Agenda

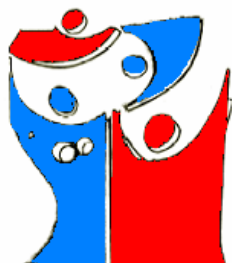
- Don Wright, MD, MPH  
HHS Deputy Assistant Secretary for Disease Prevention  
and Health Promotion
- Howard K. Koh, MD, MPH  
HHS Assistant Secretary for Health
- Monica Sweeney, MD, MPH  
Assistant Commissioner for the Bureau of HIV/AIDS  
Prevention and Control  
New York City Department of Health and Mental  
Hygiene



# What is Healthy People?

- A comprehensive set of national 10-year health objectives
- A framework for public health priorities and actions
- Roadmap for prevention

HEALTHY PEOPLE  
The Surgeon General's Report On  
Health Promotion And Disease Prevention





# What are the Leading Health Indicators (LHIs)?

## Leading Health Indicators are:

- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses.
- Linked to specific Healthy People objectives.
- Intended to motivate action to improve the health of the entire population.





# Impact & Context: Reproductive and Sexual Health

- Reproductive and Sexual Health Services
  - Sexually Transmitted Diseases (STDs)
  - Impact on Reproductive and Sexual Health
  
- HIV testing, access to medical care and treatment
  - Health impact
  - Economic impact

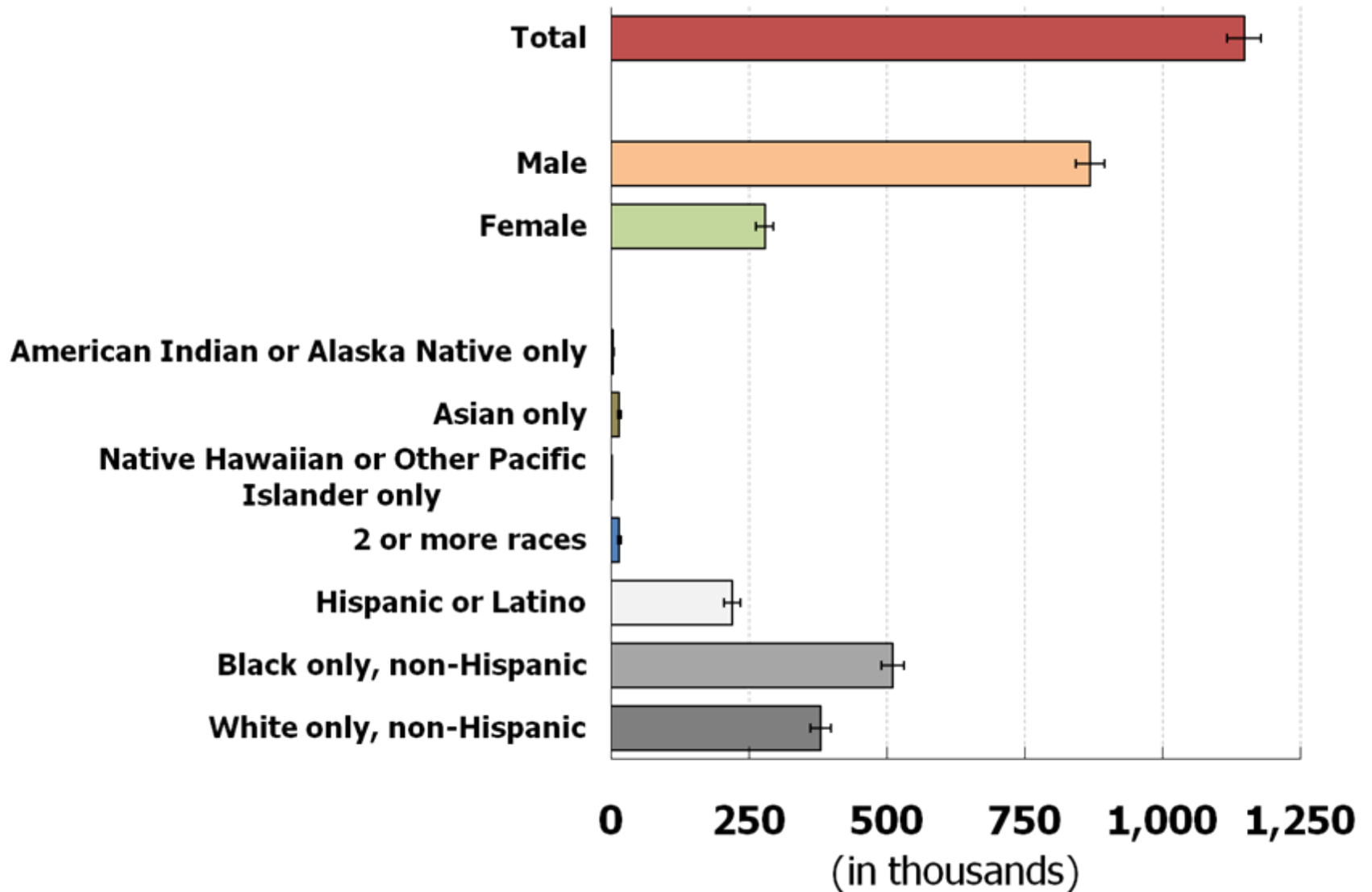




# Leading Health Indicators: Reproductive and Sexual Health

- **Indicators for reproductive and sexual health:**
  - Sexually experienced females aged 15 to 44 years who received reproductive health services in the past 12 months
  - Persons living with HIV who know their serostatus

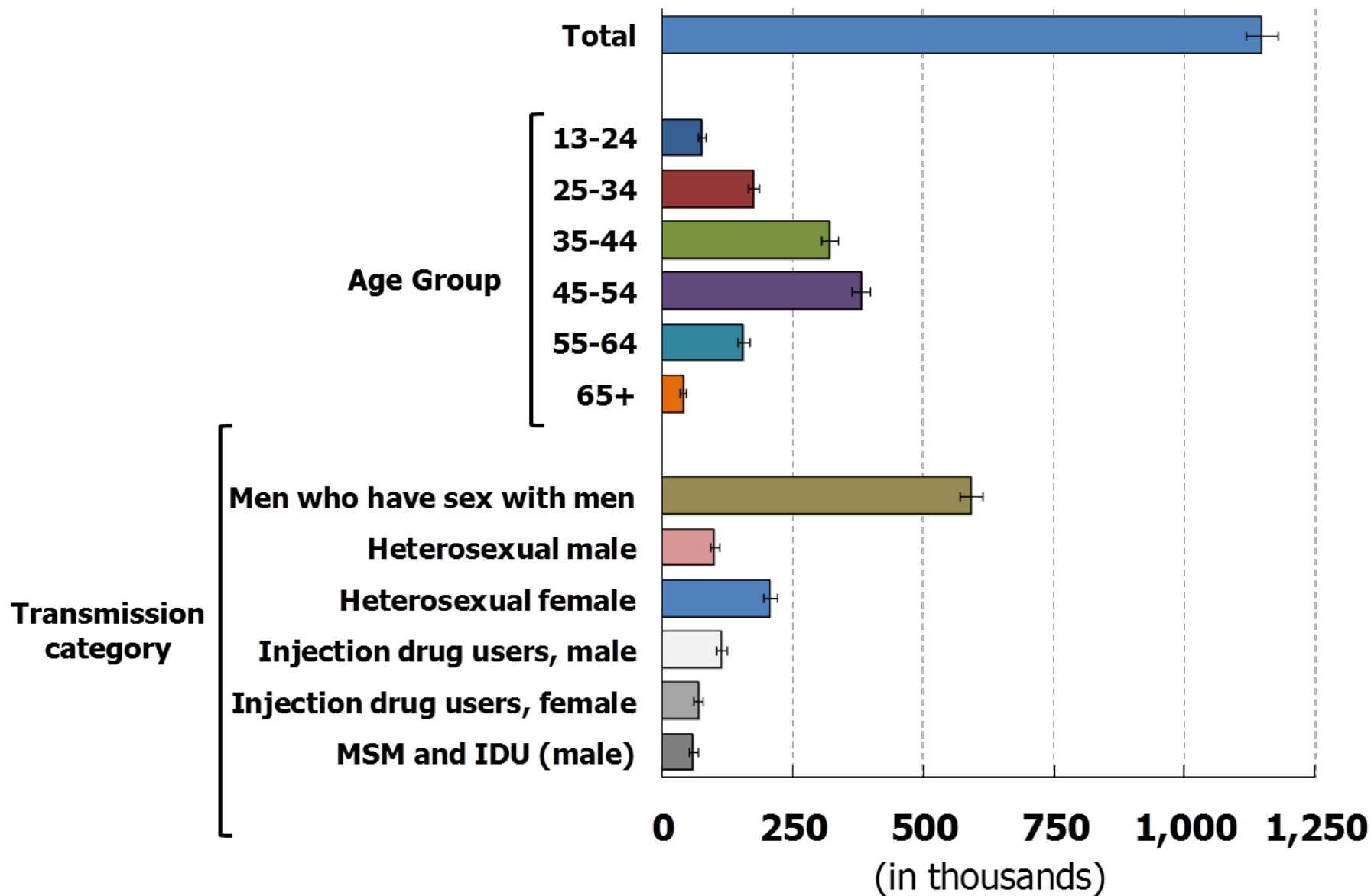
# Estimated number of adults and adolescents living with HIV, 2009



Note: Data are for persons aged 13 years and older. Persons of Hispanic or Latino origin may be any race.

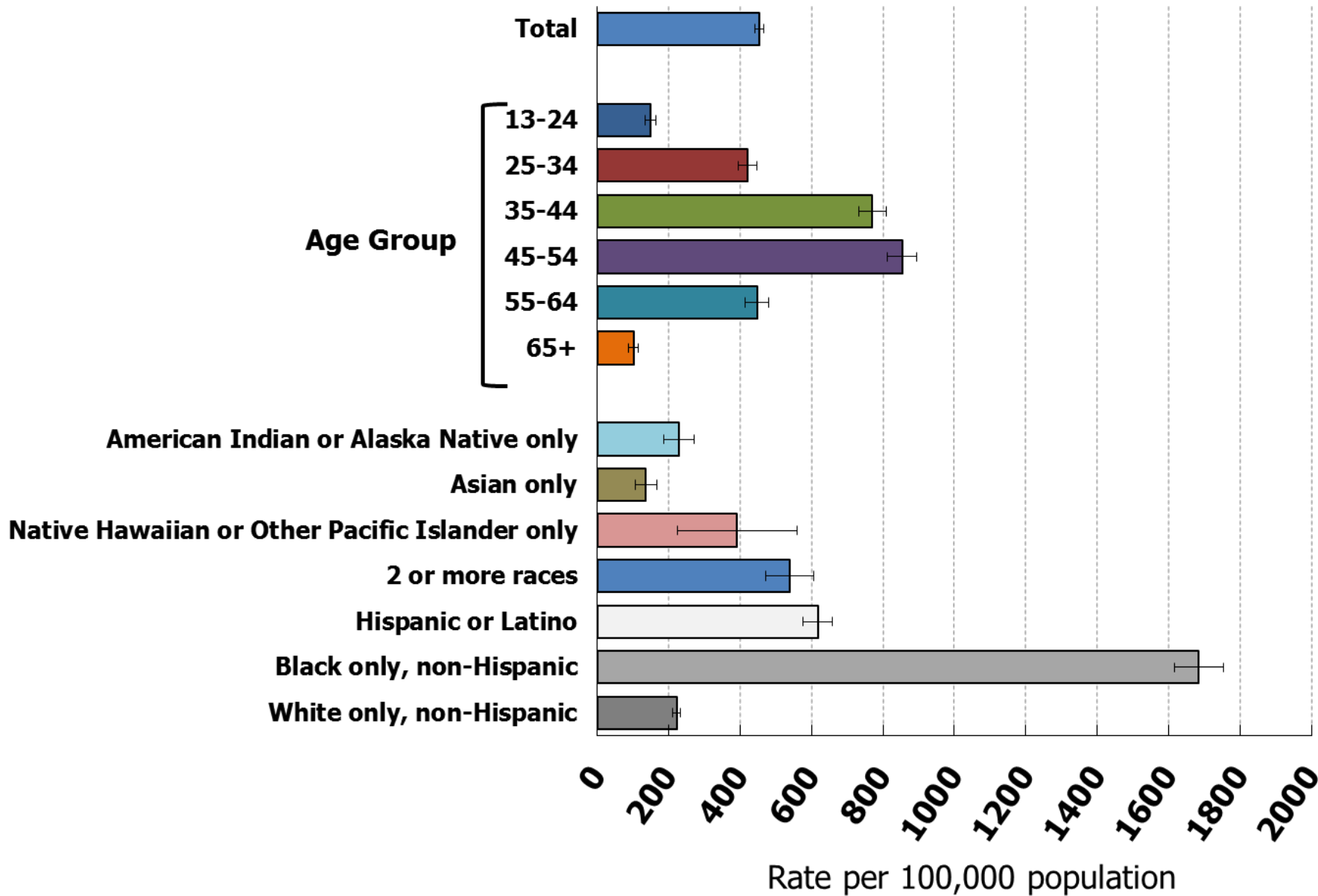
Source: National HIV Surveillance System, CDC, NCHSTP

# Estimated number of adults and adolescents living with HIV, 2009



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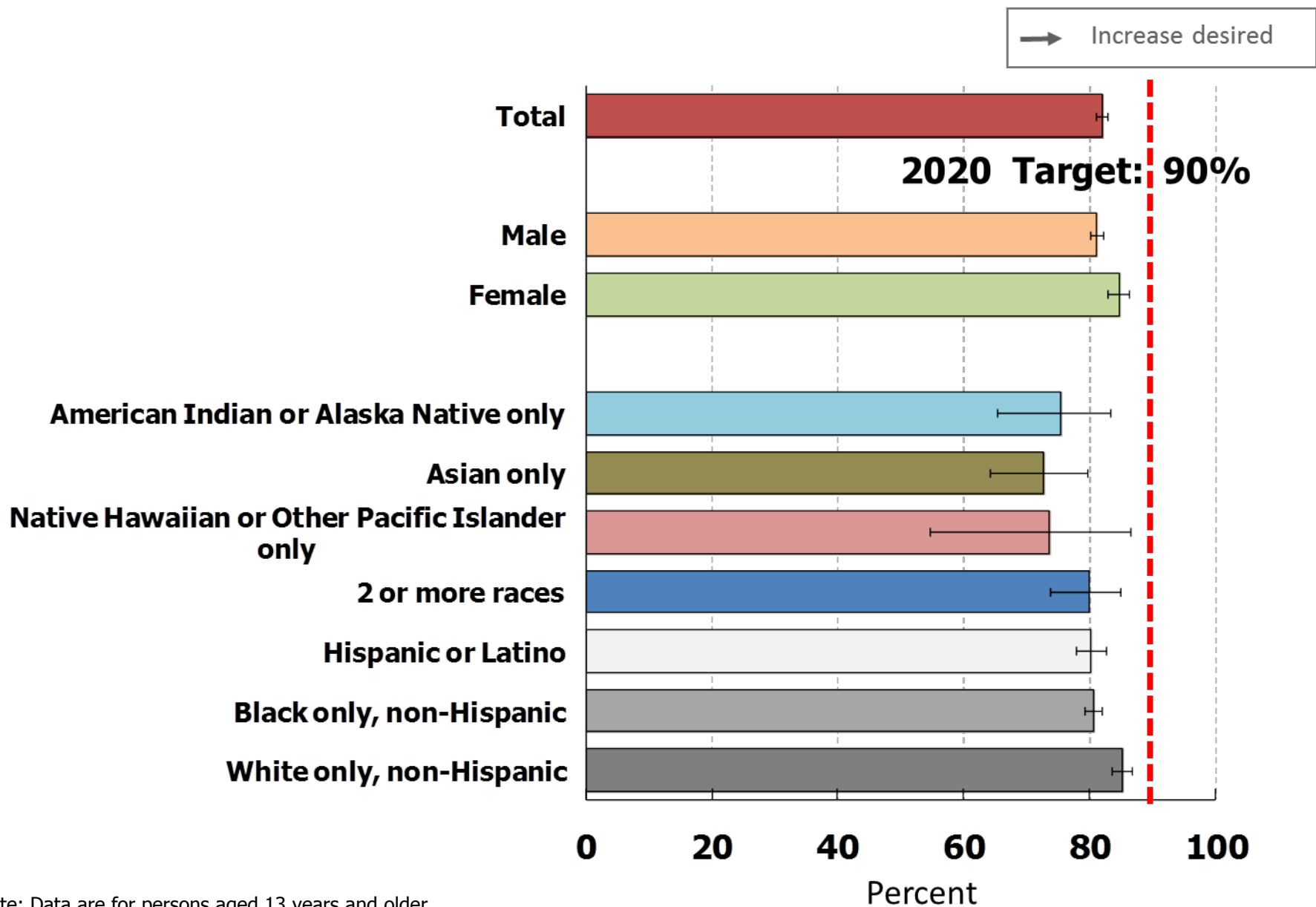
# Estimated National HIV Prevalence Rate per 100,000 Persons, 2009



Note: Data are for persons aged 13 years and older. Persons of Hispanic or Latino origin may be any race.

Source: National HIV Surveillance System, CDC, NCHSTP.

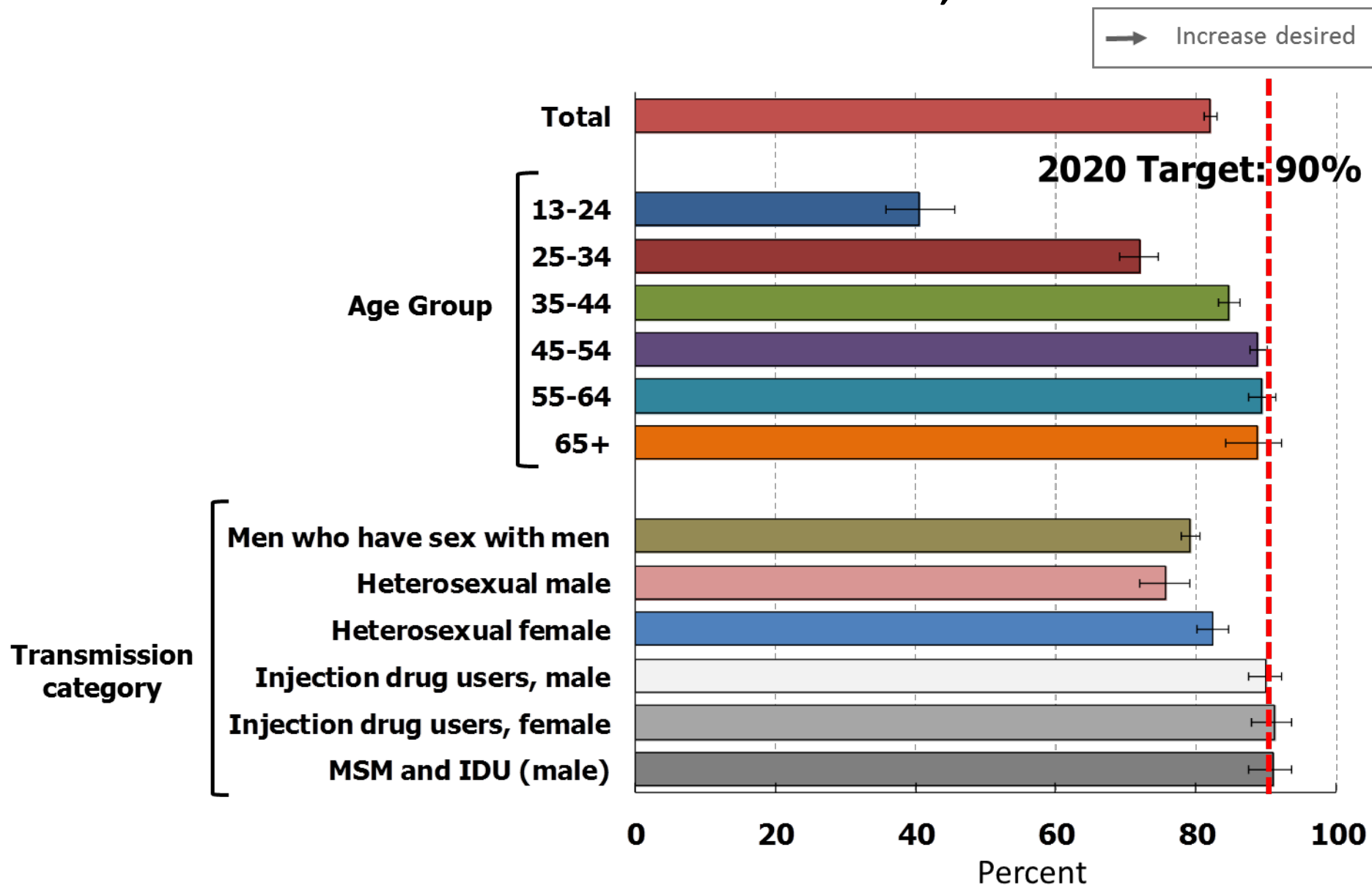
# Proportion of HIV-infected Persons Aged 13+ who are Aware of their Infection, 2009



Note: Data are for persons aged 13 years and older.  
Source: National HIV Surveillance System, CDC, NCHHSTP

**Obj. HIV-13**

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**Obj. HIV-13**



# Reproductive and Sexual Health: Federal Actions

- Federal Actions:
  - National HIV/AIDS strategy (NHAS)
  - National Prevention Strategy
  - Title X Family Planning Program
  - Minority AIDS Initiative
  - HIV Testing and Care Services Locator:  
[locator.aids.gov](http://locator.aids.gov)

# Healthy People 2020: The Bronx Knows



**M. Monica Sweeney, MD, MPH**

**Assistant Commissioner**

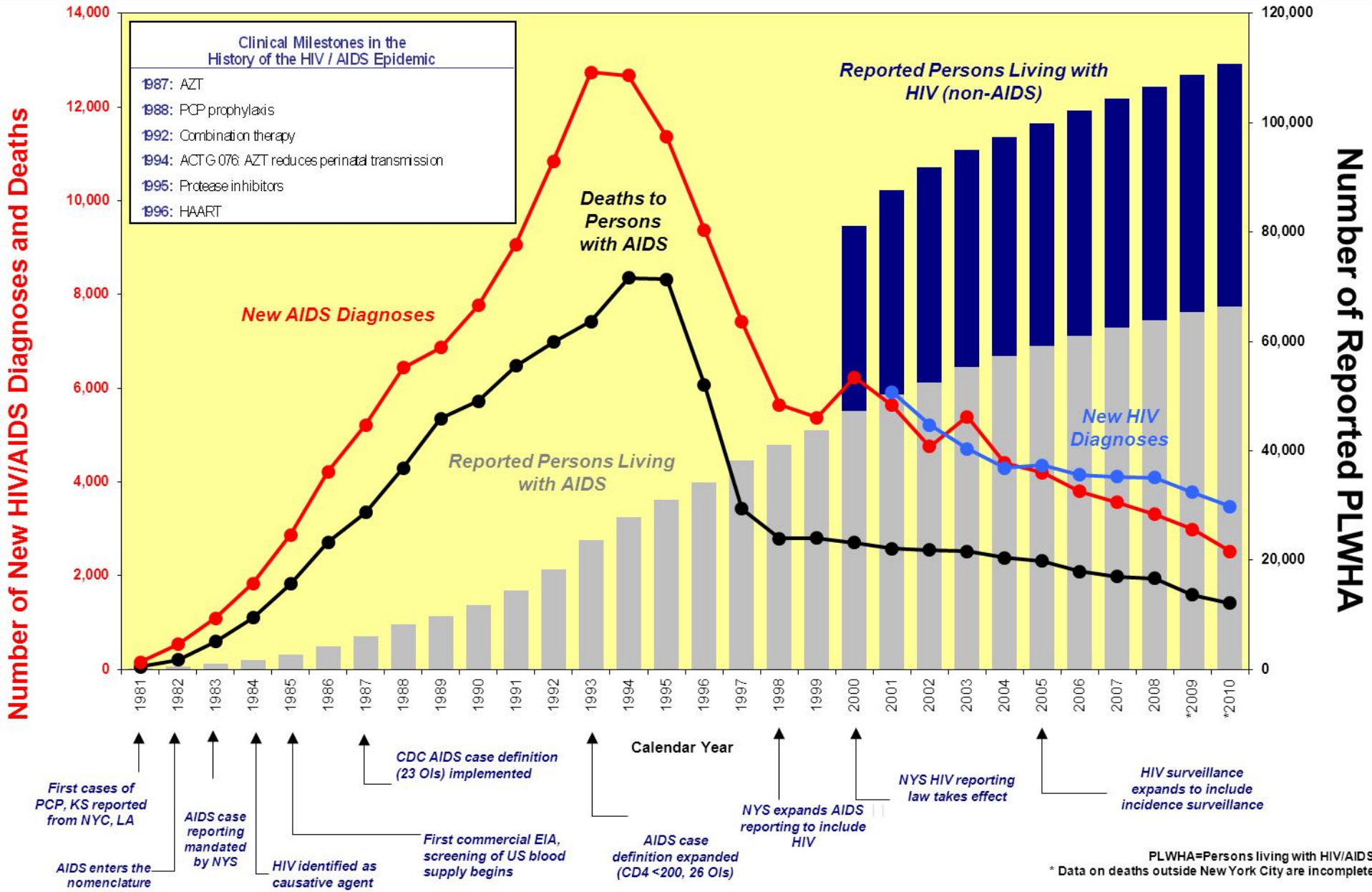
**Bureau of HIV/AIDS Prevention and Control**

**Who's Leading Health Indicators?**

**June 21, 2012**



# The History of HIV in New York City, 1981-2010



# THE BRONX

A map of New York City with the five boroughs outlined. The Bronx, located in the northern part of the city, is highlighted in a light red color. The rest of the city is shown in a light gray color.

**In 2007...**

- **Population: 1.3 Million**

- Larger than New Hampshire and Maine

- **Mostly Black and Latino**

- 31.2% Black

- 48.4% Latino

- **One of the poorest Congressional districts in the country**

- 30.7% of population living below the poverty line

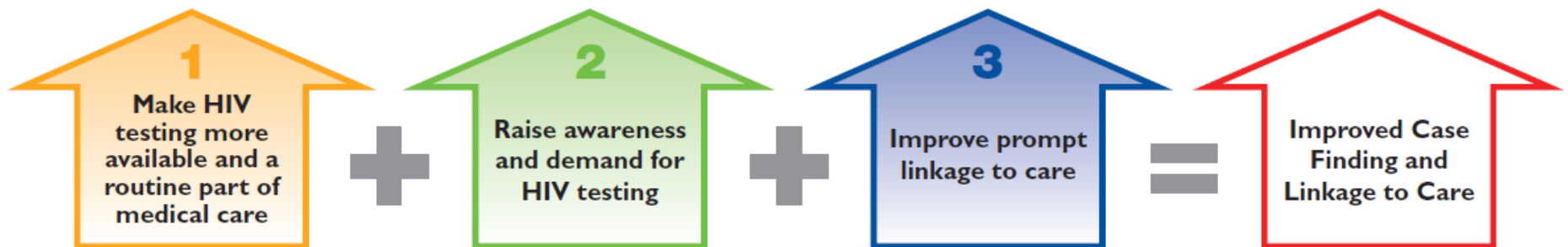
Source: US Census Bureau, 2000

# WHY THE BRONX?

- **Epidemiologic risk**
- **Fewer medical networks than other boroughs**
- **Collaborative health-care & community service delivery system**
- **Two major demographic groups**
- **More manageable population size**

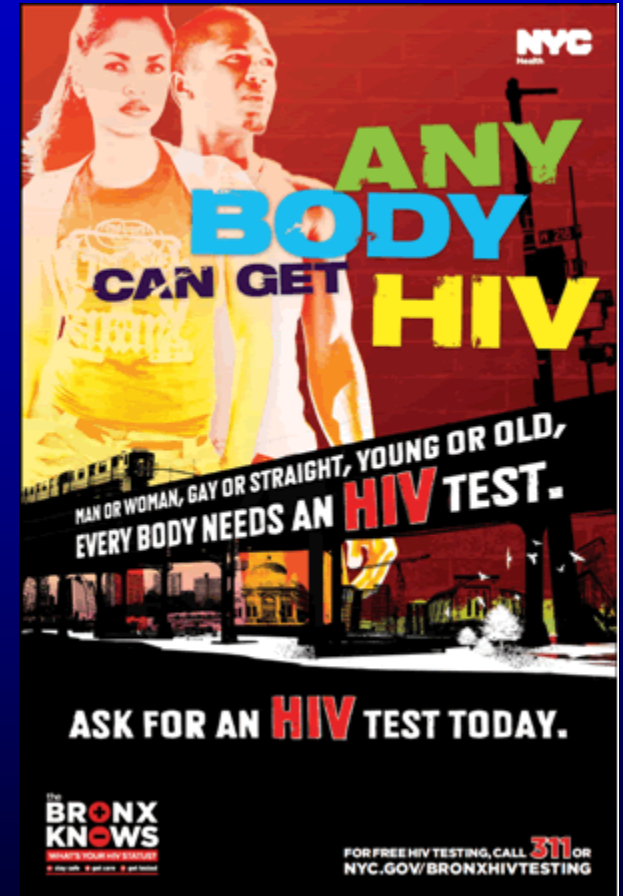
# Approach

- Objective: Increase voluntary HIV testing, so that every Bronx resident learns his or her HIV status and has access to quality care and prevention.
- Three pronged approach:



# Implementation

- HIV rapid test kits—for uninsured
- Technical assistance
- Borough-wide social marketing/media
- Testing event support
- Training on web-based reporting system
- HIV billing and reimbursement tutorial
- Activity coordination



# *The Bronx Knows Partners*

## Community Buy-in AND Engagement

78 partners representing over 140 sites



Bronx HIV Testing

Locations

- ⇒ Colleges and Universities
- ⇒ Community-Based Organizations
- ⇒ Community Health Centers
- ⇒ Correctional Facility
- ⇒ Health Dept TB and STD clinics
- ⇒ Faith-Based Organizations
- ⇒ Hospitals
- ⇒ Pharmacies

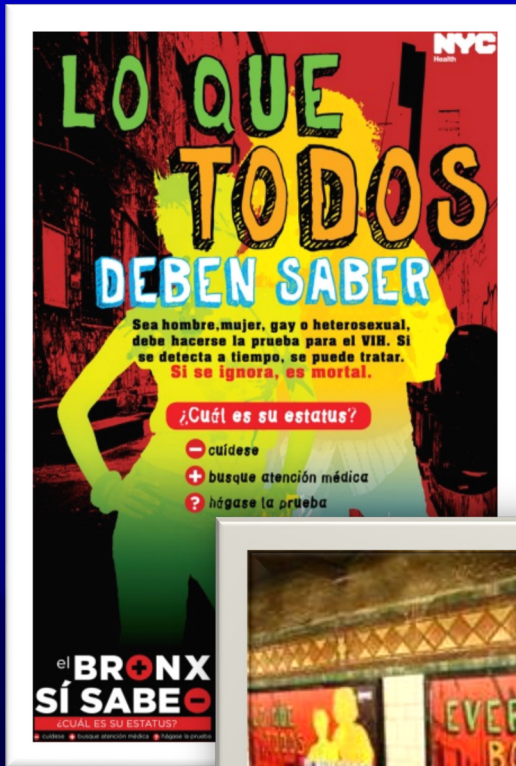
the  
**BRONX  
KNOWS**

WHAT'S YOUR HIV STATUS?

- stay safe + get care ? get tested

# The Bronx Knows

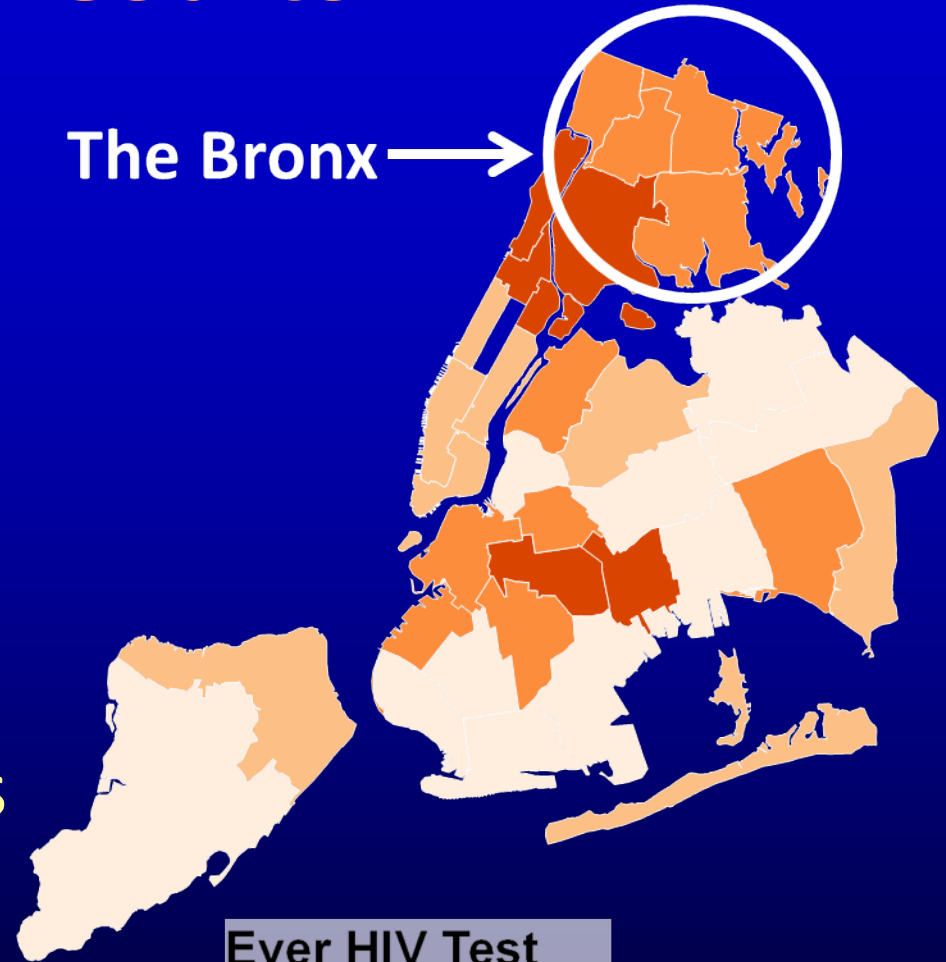
## Social Marketing Campaign Artwork



# Results

- Significant increase in testing
- Consistently high linkage to care rates
- Coordinated collaboration/referrals among community partners

The Bronx →



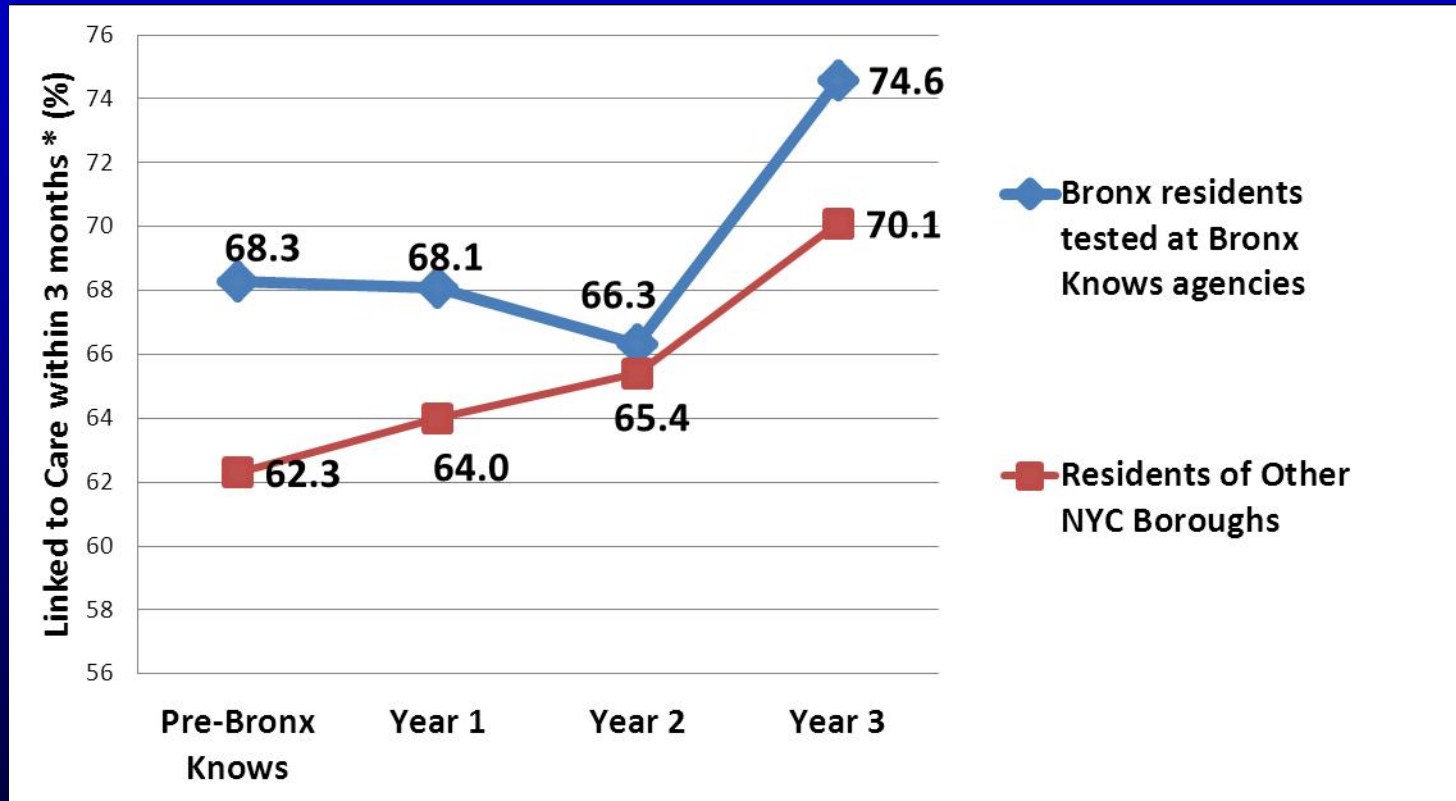
## Ever HIV Test

Light yellow	40.0% - 53.0%
Light orange	53.1% - 61.0%
Orange	61.1% - 69.0%
Dark orange	69.1% - 85.0%



# Linkage To Care

Rates were higher for Bronx residents testing HIV+ during *The Bronx Knows* initiative, 2007-2011



For events reported to the New York City Department of Health and Mental Hygiene by March 31, 2012.

\*Linkage-to-care was considered to have occurred if any HIV viral load or CD4 test within 3 months (91 days) of HIV diagnosis, following a 7-day lag, was reported to DOHMH.

# Lessons Learned

Routine HIV  
screening initiative  
in health-care  
settings

+

Increased  
outreach/targeted  
testing in the  
community

=



HIV case finding and  
linkage to care

## Lessons Learned:

- Allow ample time for planning process
- Get buy-in early
- Address challenges of HIV billing and reimbursement
- Provide ongoing TA to partner agencies
- Have adequate DOH staffing
- Plan for sustainability

## Keys to Success:

- Multi-sector approach
- Strong collaboration between municipal government and community partners

# The Current State of *The Bronx Knows*

## What happened to *The Bronx Knows* after June, 2011?

### *The Bronx Knows...*

- lives on as an HIV testing network led by community partners
- continues to encourage collaboration among partner agencies and other Bronx organizations
- continues to maximize routine HIV screening in clinical settings and target case-finding in non-clinical settings
- shares best practices to enhance prompt linkage to care and supportive services.

# Acknowledgements

## Bureau of HIV/AIDS Prevention and Control

**Blayne Cutler, MD, PhD, MS**  
Director, HIV Prevention

**Benjamin Tsoi, MD, MPH**  
Director, HIV Testing

**Andrea Mantsios, MHS**  
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Initiatives

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Technical Assistance Coordinator

**Sarah Braunstein, PhD**  
Assistant Director, HIV Surveillance

**Adriana Andaluz, MPH**  
Director, Special Initiatives



<http://www.facebook.com/NYCKnows>  
<http://www.nyc.gov/BronxHIVtesting>  
[bronxtesting@health.nyc.gov](mailto:bronxtesting@health.nyc.gov)

the  
**BR+NX  
KN-WS**

WHAT'S YOUR HIV STATUS?

- stay safe + get care ? get tested

Thank You

the  
**BR+NX  
KN-WS**

WHAT'S YOUR HIV STATUS?

- stay safe + get care ? get tested

el **BR+NX**  
**SÍ SABE-**

¿CUÁL ES SU ESTATUS?

- cuídese + busque atención médica ? hágase la prueba





# Stay Connected

- Get the updated data and read implementation stories, visit <http://www.healthypeople.gov>.
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  - Submit your LHI story at [healthypeople.gov](http://www.healthypeople.gov)!



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