



New Orleans HIV/AIDS Services
Messaging Platform – Updated 04/20/23

We need everyone's support to end HIV. Everyone is affected.

Ryan White Services and Resources seeks to end HIV by implementing several strategies, including the Bounce to Zero campaign. The purpose of this Messaging Platform is to serve as a resource for all stakeholders involved, which includes:

- Reference for language and information
- Talking points
- Messaging for media training participants
- Overarching document to guide, educate, inform and enlighten

Key messages are intended to be simple, positive points that capture a position. They are based on objective truths and supported by facts, anecdotes, and analogies. They are brought to life and conveyed powerfully through stories.

Key messages are:

- Large overarching points crucial to creating acceptance of our position
- Simple and easy to remember
- Proven by statements, facts, stories, analogies, statistics, and figures
- Expressions of vision, values, mission, and beliefs

The following messages are points we want to prove, or impressions we want to relay in every communication opportunity. Each interview and communication should be approached as a unique opportunity for conveying our messages. Responses should vary slightly for each encounter, depending on factors such as:

- Spokesperson (messages tailored to their perspective and expertise)
- Story angle (hard news, lifestyle feature)
- Focus of the story (specific event, issue, or topic)
- Target audience (local, national, business, etc.)

Messaging Guidelines

Cue Word™

In the messages that follow, you will notice that a word or phrase is underlined. That is the Cue™ or Cue Word™ for the spokesperson. It is an effective tool for aiding spokespeople in staying on point and keeping their key messages in mind when answering questions. This helps organize and focus spokespeople's comments.

This will be explained and practiced with spokespeople through media training and in preparing them for specific interviews or presentations.

CUE WORDS

- Bounce
- U = U
- PrEP
- PEP
- Home
- Resources
- Centralized
- Everyone
- Testing
- Treatment
- Prevent
- Stigma
- Collaborative
- Countdown
- Zero
- Legal issues

CAMPAIGN HASHTAGS*

- #BounceToZero
- #HIVStopsWithMe
- #UEqualsU
- #ScienceNotStigma
- #EndHIVStigma
- #HopeHIV
- #Undetectable
- #HIV
- #EndingtheHIVepidemic
- #NOLAYourStatus

**These will be researched and updated every six months or so*

KEY MESSAGES

We need everyone's support to end HIV. Everyone is affected.

- **Bounce** to Zero is a campaign to reduce new HIV transmissions, while increasing prevention knowledge, education and access to tools.
- **U=U** means Undetectable = Untransmittable.
- **PrEP**, or Pre-Exposure Prophylaxis, is a daily pill or bi-monthly injection that reduces the risk of getting HIV by 99% and is available at no cost to individuals who qualify.
- **PEP**, or Post Exposure Prophylaxis, is given after possible exposure to HIV.
- HIV **home** testing is free and available.
- Bouncetozero.com provides up-to-date information on HIV **resources** in the greater New Orleans area.
- Ryan White Services and Resources provides **centralized** linkage to care and services for people with HIV in New Orleans and surrounding seven parishes.
- **Everyone** should know their HIV status.
- NOLA your Status! through ongoing HIV **testing**.
- **Treatment** allows people with HIV to maintain an undetectable status by taking HIV medication consistently and have zero risk of transmitting HIV to others.
- We can **prevent** new HIV transmissions by using proven interventions, including condom use, regular screening, and routine testing, use of PrEP, PEP, and U=U.
- Bounce to Zero will reduce the negative impact of the **stigma** associated with HIV on people with HIV and who are vulnerable to HIV.
- Ryan White Services and Resources acts as a **collaborative** core resource for those affected by and living with HIV as well as other stakeholders including medical and governmental bodies, and community-based organizations, throughout the eight-parish greater New Orleans area.
- Bounce to Zero is a national leader in Ending the HIV Epidemic in the United States **countdown** to reducing the number of new HIV infections by 95% by 2030.
- This campaign is working to create a world with **zero** new HIV infections and zero people out of care.
- There are **legal issues** related to HIV in many states, and Louisiana is one of the most extreme.

CALLS TO ACTION

- **NOLA Your Status**
- **Take Action** – We can all help end HIV through our words and actions in our everyday lives. Lead others with your supportive behaviors.
- **Talk About HIV** – Talking openly about HIV normalizes the subject. It provides opportunities to correct misconceptions and help others learn more about HIV.
- **Take the Pledge** – Make a pledge to stop HIV stigma. Download a pledge card at bouncetozero.com to customize and post on your website, blog, and social media channel.

PLEDGE OPTIONS

For Individuals

- I will respect and appreciate the rich diversity of our community
- I will listen, learn and speak about HIV
- I will get tested consistently as recommended and know my status.
- I will NOLA my status
- I will NOLA the HIV status of my partner(s)
- I will learn about U=U
- I will educate another person about U=U
- I will talk to my friends and family about PrEP, testing, U = U
- I will use people first language (add link to page)
- I will respect all members of the community and reduce stigma by respecting people's pronouns
- I will talk to potential partners about STI screen every time
- I will be a resource for the community for sexual health and wellness services
- I will support NOLA HIV Awareness Week and HIV Awareness Days throughout the year
- I will display the Bounce to Zero logo
- I will remain committed to combating hatred and discrimination

For Businesses

- We will display Bounce to Zero signs at our locations
- We will display U=U signs at our locations
- We will promote at our locations consistent HIV testing
- We will maintain a safe space for all community members at my organization
- We will share HIV prevention and treatment resources
- We will be a resource for the community for sexual health and wellness services
- We will remain committed to combating hatred and discrimination
- We will implement staff training on HIV
- We will support in NOLA HIV Awareness Week and HIV Awareness Days throughout the year

For Healthcare Workers

- I will respect and appreciate the rich diversity of our community and reflect it in my care for patients
- I will listen, learn and speak about HIV
- I will learn about U=U
- I will educate others about U=U
- I will talk to my friends and family about PrEP, testing, U = U
- I will use people first language (add link to page)
- I will respect all members of the community and reduce stigma by respecting people's pronouns
- I will be a resource for the community for sexual health and wellness services
- I will support NOLA HIV Awareness Week and HIV Awareness Days throughout the year
- I will display the Bounce to Zero logo
- I will remain committed to combating hatred and discrimination

For Healthcare Organizations

- We will display Bounce to Zero signs at our locations
- We will display U=U signs at our locations
- We will promote at our locations consistent HIV testing
- We will maintain a safe space for all community members at my organization
- We will share HIV prevention and treatment resources
- We will be a resource for the community for sexual health and wellness services
- We will remain committed to combating hatred and discrimination
- We will implement staff training on HIV
- We will implement staff training on stigma related to HIV
- We will support in NOLA HIV Awareness Week and HIV Awareness Days throughout the year
- We will encourage staff to sign the Bounce To Zero pledge

For Religious Leaders

- I will respect and appreciate the rich diversity of our community
- I will listen, learn and speak about HIV
- I will get tested consistently as recommended and know my status
- I will NOLA my status
- I will NOLA the HIV status of my partner(s)
- I will learn about U=U
- I will educate another person about U=U
- I will talk to my friends and family about PrEP, testing, U = U
- I will use people first language (add link to page)
- I will respect all members of the community and reduce stigma by respecting people's pronouns
- I will talk to potential partners about STI screen every time
- I will be a resource for the community for sexual health and wellness services
- I will support NOLA HIV Awareness Week and HIV Awareness Days throughout the year
- I will display the Bounce to Zero logo
- I will remain committed to combating hatred and discrimination

For Religious Organizations

- We will display Bounce to Zero signs at our locations
- We will display U=U signs at our locations
- We will promote at our locations consistent HIV testing
- We will maintain a safe space for all community members at my organization
- We will share HIV prevention and treatment resources
- We will be a resource for the community for sexual health and wellness services
- We will remain committed to combating hatred and discrimination
- We will implement staff training on HIV
- We will support in NOLA HIV Awareness Week and HIV Awareness Days throughout the year

KEY MESSAGES WITH PROOF POINTS

Bounce to Zero is a campaign to reduce new HIV transmissions, while increasing prevention knowledge, education, and access to tools.

- Bounce to Zero – and bouncetozero.com – are central hubs for HIV-related information including testing, treatment and care.
- Bounce to Zero will raise awareness about specific HIV-related updated treatment practices.
- Bounce to Zero intends to improve access to quality care for persons living with HIV.
- Bounce to Zero is a hub with resources for HIV prevention treatment resources in Orleans and seven surrounding parishes.
- Bounce to Zero is the local adaptation of the national campaign of Ending the HIV Epidemic by reducing the number of new HIV infections in the United States by 95% by 2030.
- Bounce to Zero is the local effort to fulfill the national commitment to end the domestic HIV epidemic within the next decade.
- Bounce to Zero promotes four individual campaigns, including Undetectable = Untransmittable; PrEP/PEP; HIV home testing; and Centralized Linkage to Care.
- Bounce to Zero is a community-driven campaign to reduce new HIV infections in New Orleans and support people with HIV in our area.
- Bounce to Zero seeks to elevate the voices and experiences of community members to support people with HIV, prevent new infections, and combat HIV stigma.
- The New Orleans community is unlike any other. The Bounce to Zero campaign embraces the unique culture and diversity of New Orleans.
- Bounce to Zero needs participation from everyone regardless of race, ethnicity, class, gender, or sexual orientation to end the HIV epidemic.
- HIV remains a problem in the U.S. This is especially true in Louisiana, where in 2021 we saw a 25% increase in the diagnoses of HIV in 2021 over 2020 (902 versus 719). 2021 was higher than 2019 and 2020.
- An estimated 38,000 Americans are newly diagnosed each year. Without intervention, nearly 400,000 more Americans will be newly diagnosed over 10 years despite the availability of tools to prevent transmissions.
- Bounce music originated in the housing projects of New Orleans in the late 1980s. The Triggerman Beat is an integral part of bounce music.

Bounce to Zero (at the federal level)

DHH: Ending the HIV Epidemic

- The U.S. Department of Health and Human Services launched the Ending the HIV Epidemic in the U.S. initiative in 2019.
- In 2019, the Department of Health and Human Services launched a 10-year initiative called Ending the HIV Epidemic in the United States with the goal to reduce the number of new HIV infections in the U.S. to fewer than 3,000 per year by 2030.
- The four key strategies to reduce infections are:
 - Diagnose
 - Treat
 - Prevent
 - Respond

- In February 2020: HHS awarded \$117 Million to End the HIV Epidemic in the U.S., which included:
 - Nearly \$54 million to 195 health centers with service delivery sites in geographic locations identified by the EHE initiative
 - Approximately \$63 million to 60 Ryan White HIV/AIDS Program recipients to link people with HIV who are either newly diagnosed, or are diagnosed but currently not in care, to essential HIV care and treatment and support services, as well as to provide workforce training and technical assistance
- In July 2021, CDC awarded \$117 million in EHE funding to state and local health departments in 57 priority jurisdictions to help rebuild and begin expansion of HIV prevention and treatment efforts as the U.S. recovers from COVID-19. This was the second major round of CDC funding delivered to state and local health departments as part of the initiative and builds upon initial investments.
- The initiative aims to reduce new HIV infections in the U.S. by 95% by 2030 by scaling up key HIV prevention and treatment strategies.
- Ending the HIV Epidemic in the U.S. strategies infuses additional resources, technology, and expertise to expand HIV prevention and treatment activities in the 57 local areas that account for more than half of new HIV diagnoses.

Bounce to Zero (at the local level)

- New Orleans is one of the priority areas in the Ending the HIV Epidemic in the U.S. initiative.
- The New Orleans metropolitan area has the highest number of persons living with HIV/AIDS in Louisiana at 8,683.
- New Orleans is also a part of the international initiative, Fast Track Cities, to end HIV with an overall target of 90-90-90:
 - 90% of individuals diagnosed,
 - 90% of individuals on antiretroviral therapies, and
 - 90% of individuals virally suppressed.
- The eight parishes for these campaigns include: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, and St. Tammany parishes.
- Several local and regional health care providers offer comprehensive care for people with HIV and can serve as primary care providers and HIV specialists.
- Health care providers offer medical and supportive services for persons with HIV including primary care, dental, nutritional therapy, social services, health education, and medication assistance.
- Click [HERE](#) for the Louisiana HIV/Syphilis Quarterly Reports by the Louisiana Department of Health, Office of Public Health, STD/HIV/Hepatitis Program.

Bounce to Zero (name, graphics and logo)

- The name “Bounce to Zero” captures the campaign’s upbeat, contemporary, NOLA-centric personality. It is a positive, forward-focused, relatable name that allows multiple targets to identify and participate in the outreach, and lends itself to multiple messages creatively, giving the freedom to pivot from initiative to initiative while having the strong, anchoring presence of “Bounce to Zero” name.
- The “Bounce to Zero” graphic identity and logo uses Os with the cross through them to symbolize defeating the virus. It is bold and vibrant, like New Orleans, and evokes the positive energy of bounce music to inspire the community to take action.

- Visuals are inspired by New Orleans, Bounce music culture and energy, and HIV awareness messaging.

U=U means Undetectable = Untransmittable.

- People with HIV who achieve and maintain an undetectable viral load – the amount of HIV in the blood – by taking and adhering to antiretroviral therapy (ART) as prescribed cannot sexually transmit the virus to others.
- Effective HIV medications prevent sexual transmission of HIV.
- As a prevention strategy, U = U is often referred to as Treatment as Prevention, or TasP.
- U=U is based on substantial scientific data.
- The evidence for U=U comes from studies with both gay and straight couples, and for all types of sex.
- The U.S. Centers for Disease Control and Prevention has said that "People who take ART daily as prescribed and achieve and maintain an undetectable viral load have effectively no risk of sexually transmitting the virus to an HIV-negative partner."
- An overwhelming body of clinical evidence has firmly established the HIV U=U concept as scientifically sound, say officials from the National Institutes of Health.
- For those living with HIV, taking their meds every day is important for their personal health and to prevent HIV transmission.
- There are more options for HIV medications that can help to improve adherence, such as one pill a day and an injection bi-monthly
- Increasing awareness that U = U destigmatizes HIV.
- A survey of clients showed that 90% indicated the following regarding U=U and how it impacted their lives: more comfortable about their HIV status, hopeful, happy, in control of their health, safe, gratitude for more knowledge, reduced fear of passing on the virus to someone else, motivated to become adherent to their medications, reduction in stigma.
- Quotes from clients:
 - "I feel a lot more comfortable in releasing my HIV status and sharing the U=U information with others in the community."
 - "It's good to know that if I take my medication I won't be able to pass the virus on to others. This makes me more motivated to stay on my meds."
 - "Made it much better, takes away some of the stigma."

PrEP, or Pre-Exposure Prophylaxis, is a daily pill or a bi-monthly injection that reduces the risk of getting HIV by 99% and is available at no cost to individuals who qualify.

- PrEP is an effective medication for reducing the risk of an HIV infection.
- PrEP is a one-pill-daily or six-injection-annually prescription medicine for adults and adolescents at risk of HIV. It helps lower the chances of getting HIV through sex.
- PrEP, or Pre-Exposure Prophylaxis, is a daily pill or a bi-monthly injection that reduces the risk of getting HIV by 99% and is available at no cost to individuals who qualify according to the Centers for Disease Control and Prevention.
- PrEP is like birth control for HIV. It is a pill or injection that prevents HIV infection by 99%.
- PrEP is easy to take and can be prescribed by your doctor.
- PrEP medications are available at no cost to individuals who qualify.
- Most insurance covers PrEP and most primary care providers can prescribe PrEP.
- Only one out of every four people who would benefit from PrEP use it.
- Under the Ending the Epidemic Initiative, the U.S. Department of Health and Human Services (HHS) launched a nationwide program called Ready, Set, PrEP to expand access and to provide PrEP medications at no cost to individuals who qualify.
- PrEP is a prevention method used by people who do NOT have HIV.
- PrEP reduces the risk of being exposed to HIV through sexual contact or injection drug use by keeping the virus from establishing an infection.
- There are three medications for use as PrEP, all approved by the Food and Drug Administration.
- Two of the approved medications are a combination of drugs in a single oral tablet taken daily.
- One of the approved medications is a medicine given by injection every 2 months.
- Whether one has commercial insurance, government insurance or are uninsured, Gilead's Advancing Access program may be able to reduce the cost of PrEP medication to \$0.
- PrEP is for everyone.

PEP, or Post Exposure Prophylaxis, is given after possible exposure to HIV.

- PEP refers to the use of antiretroviral drugs for people who are HIV-negative following a single at-risk exposure including sex and/or injection drug use to stop HIV infection.
- PEP is also sometimes referred to as PEP, or non-occupational post exposure prophylaxis.
- Exposure to HIV is a medical emergency because HIV establishes infection very quickly, often within 24 to 36 hours after exposure.
- It is critical for a person who has been exposed to seek care from a health care provider within 72 hours of the potential exposure.
- PEP must be started as soon as possible to be effective – always within 72 hours of a possible exposure – and continued for 4 weeks.
- Any licensed prescriber can prescribe PEP. Emergency medicine physicians are among the most frequent prescribers of PEP.
- Non-HIV-infected patients who are active in at-risk behaviors need to be aware of how to access PEP.
- PEP means taking medicine to prevent HIV after possible exposure.
- PEP is not a substitute for regular use of other HIV prevention methods.
- PEP is not the right choice for people who may be exposed to HIV frequently.
- PEP should be used only in emergency situations and must be started within 72 hours after possible exposure to HIV.
- The sooner you start PEP, the better. Every hour counts. If you are prescribed PEP, you will need to take it daily for 28 days.
- PEP is for emergency situations.

HIV **home** testing is free and available.

- NOLA Your Status. Get tested from the convenience of your own home to know your HIV status.
- At-home HIV tests and counseling are available through an automated text message line.
- Residents of Orleans Parish can request a free at home HIV test kit by texting TEST to (504) 290-0145.
- The automated line connects individuals to a Community Health Worker (CHW) within 72 hours to be guided through the process of testing for HIV.
- CHWs serve as at-home testing navigators to walk individuals through the testing process, inform about HIV resources, educate about U=U, engage in a discussion about risk reduction, help interpret test results, and make referrals to other services, as necessary.
- At-home test kits have a 20-minute wait time before results are available.
- The test kits use an oral swab and do not require finger pricks or blood.
- The minimum age to request an HIV test in Louisiana without parental consent is 13 years old.
- Both local and regional health care providers offer comprehensive care for persons living with HIV.

Bouncetozero.com provides up-to-date information on available **resources** in the greater New Orleans area.

- Centralized Linkage to Care connects newly diagnosed people with HIV to a comprehensive suite of resources to manage an HIV diagnosis.
 - When a person is newly diagnosed with HIV, either the individual or provider can call or text (504) 884-3307.
 - A Centralized Linkage Coordinator works with newly diagnosed individuals to connect them to HIV care providers.
- Using the Centralized Linkage call and text line, individuals newly diagnosed with HIV can be connected to HIV care services.
- Resources available in the New Orleans metro area include:
 - Centralized Linkage
 - Centralized Linkage offers newly diagnosed people with HIV and those returning to care assistance finding and accessing HIV primary care and supportive services.
 - The Centralized Linkage system can be accessed through a call/text line at (504) 884-3307.
 - The Centralized Linkage phone line is available to both clients and providers.
 - At-home HIV tests and counseling
 - At-home HIV tests and counseling are available through an automated text message line at (504) 290-0145.
 - Comprehensive care
 - Several local and regional health care providers offer comprehensive care for people with HIV and can serve as primary care providers and HIV specialists.
 - Health care providers offer other supportive services for patients: psychiatry, psychology, pulmonology, palliative care, ophthalmology, dental, renal, nutrition, social services, health education, counseling, case management, assistance with insurance payments (premiums, copays, deductibles), rental assistance, access to food, and medication assistance.
- Ryan White Services and Resources helps agencies to provide medical and supportive services to individuals living with HIV and/or those at-risk for HIV and connect persons diagnosed with HIV to care and services.
- The website bouncetozero.com provides up-to-date information on available resources for individuals living with HIV/AIDS, those at-risk, individuals taking precautionary testing, medical affiliates, those caring for and/or living with someone with HIV/AIDS, and anyone else affected or potentially affected by the virus.
- Bouncetozero.com is the central hub for HIV-related information including testing, treatment and care.

Ryan White Services and Resources provides **centralized** linkage to care and services for people with HIV in New Orleans and surrounding seven parishes.

- Ryan White Services and Resources connects people with HIV to services in the eight-parish greater New Orleans area to reach undetectable status.
- Ryan White Services and Resources leverages Ryan White Part A and Ending the HIV Epidemic to fund 11 agencies that provide primary care, medications, assistance with health insurance costs and other supportive services for people with HIV throughout the greater New Orleans area.
- Ryan White Services and Resources intends to be responsive and swiftly address barriers to access services.
- [Bouncetozero.com](https://bouncetozero.com) is a central hub for HIV-related information including testing, treatment and care.
- Access to information in case of care disruption due to a hurricane, etc. will be provided at bouncetozero.com.
- Access to centralized linkage to care for persons newly diagnosed with HIV is available through a call/text line.
- In 2021, 278 people were newly diagnosed with HIV in Metro New Orleans.
- Access to free at-home tests and pre- and post-testing counseling is available through a text line.
- Resources available in the New Orleans metro area include:
 - Centralized Linkage to Care
 - Centralized Linkage to Care connects newly diagnosed people with HIV to a comprehensive suite of resources to manage an HIV diagnosis.
 - Centralized Linkage offers assistance in finding and accessing HIV primary care and supportive services.
 - The Centralized Linkage system can be accessed through a call/text line at (504) 884-3307.
 - The Centralized Linkage phone line is available to both clients and providers. When a person is newly diagnosed with HIV, either the individual or provider can call or text (504) 884-3307.
 - A Centralized Linkage Coordinator works with newly diagnosed individuals to connect them to HIV care providers.
 - Using the Centralized Linkage call and text line, individuals newly diagnosed with HIV can be connected to HIV care services.
 - At-home HIV tests and counseling
 - At-home HIV tests and counseling are available through an automated text message line at (504) 290-0145.
 - Comprehensive care
 - Several local and regional health care providers offer comprehensive care for people with HIV and can serve as primary care providers and HIV specialists.
 - Health care providers offer other supportive services for patients: psychiatry, psychology, pulmonology, palliative care, ophthalmology, dental, renal, nutrition, social services, health education, counseling, case management, assistance with insurance payments (premiums, copays, deductibles), rental assistance, access to food, and medication assistance.
- Ryan White Services and Resources receives federal funding from Health Resources and Services Administration and the CDC for HIV prevention and treatment related services in Orleans and seven surrounding parishes.

- The greater New Orleans market includes Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, and St. Tammany Parishes.
- The Ryan White Part A grant serves people with HIV and at-risk individuals living in the identified eight parishes and Ending the HIV Epidemic grant targets Orleans parish.
- Ryan White Services and Resources is a division of the New Orleans Health Department
- Ryan White Services and Resources provides centralized linkage to care for people living with HIV and other services related to HIV throughout the eight-parish greater New Orleans area.
- Ryan White Services and Resources receives almost \$10 million in grant funds to address HIV.
- Ryan White Services and Resources collaborate with the New Orleans Regional AIDS Planning Council to ensure funds are focused on areas and services with the greatest needs.
- [Bouncetozero.com](https://bouncetozero.com) provides up-to-date information on available resources in the greater New Orleans area.

Everyone should know their HIV status.

- NOLA Your Status. Get tested from the convenience of your own home to know your HIV status.
- Know your HIV status and the HIV status of your partner(s).
- We need everyone's support to end HIV. Everyone is affected.
- One out of every seven people living with HIV are unaware of their status.
- Ongoing preventative testing is recommended.
- Once a person is aware of their status, they then can take steps to address their health and to prevent transmission to others.
- Anyone is susceptible to the virus.
- HIV testing services are available throughout the eight-parish greater New Orleans area.
- HIV home testing is available.
- If your partner is living with HIV, your risk of contracting HIV is lower if your partner consistently takes HIV treatment every day.
- Get tested for other STIs. Some STIs make it easier for HIV-1 to infect you.
- Talk to your healthcare provider about all the ways to help reduce HIV risk.
- The rate of new HIV infections declined 73% between 1984 and 2019.
- Too many people remain unaware of their HIV status, and the uptake of pre-exposure prophylaxis (PrEP) medicine has been slow.
- In 2019, there were approximately 1.2 million people living HIV in the U.S.
- In 2019, there were 34,800 new infections in the U.S., which represented an 8% decrease since 2015.
- In 2019, an estimated 1 in 7 people with HIV in the U.S. did not know they had it.

NOLA your Status! through routine HIV **testing**.

- NOLA Your Status. Get tested to know your HIV status.
- We need everyone's support to end HIV. Everyone is affected.
- Ryan White Services and Resources funds agencies to provide services throughout the eight-parish New Orleans metro area.
- Free at-home test kits are available to those living in the metro New Orleans area, at least 13 years of age and able to take an HIV test within 10 days.
- To receive the free at-home test, those meeting the criteria (above) should text TEST to (504) 290-0145.
- There is no cost for the at-home test.
- The at-home test will be delivered discreetly and directly to the texter.
- The at-home test is done with a swab of the mouth.
- No needle or blood is used for the at-home test.
- Results are available in 20 minutes.
- Other benefits of the at-home testing program include access to confidential pre- and post-test counseling.

Treatment allows people with HIV to maintain an undetectable status by taking HIV medication consistently and have zero risk of transmitting HIV to others.

- The treatment for HIV is called antiretroviral therapy (ART). ART involves taking a combination of HIV medicines (called an HIV treatment regimen) consistently.
- ART is recommended for everyone who has HIV. People with HIV should start taking HIV medicines as soon as possible. ART cannot cure HIV, but HIV medicines help people with HIV live longer, healthier lives.
- A main goal of HIV treatment is to reduce the viral load in the person's body to an undetectable level. An undetectable viral load means that the level of HIV in the blood is too low to be detected by a viral load test. People with HIV who maintain an undetectable viral load cannot transmit HIV to their HIV-negative partners through sex.
- Ryan White Services and Resources currently funds 11 agencies that provide HIV care and services for people with HIV, including 7 agencies that provide primary care services.
- Ryan White Services and Resources, a division of the New Orleans Health Department, administers care and support to those who:
 - Are diagnosed with HIV or AIDS
 - Are low income (as decided by city, county, state, or clinic financial criteria)
 - Have no health insurance, or have insurance that doesn't pay for the needed care
 - Live in Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, or St. Tammany parishes.

We can **prevent** new HIV transmissions by using proven interventions, including condom use, regular screening, and routine testing, and the use of PrEP, PEP and U=U.

- NOLA Your Status. Get tested to know your HIV status.
- Know your HIV status and the HIV status of your partners.
- There is an effective medication for reducing the risk of infection. PrEP is a daily pill that reduces the risk of getting HIV by 99% if taken as prescribed, according to the Centers for Disease Control and Prevention.
- PrEP medications are available at no cost to individuals who qualify.
- Most insurance covers PrEP and most primary care providers can prescribe PrEP.
- Only one 1 of every 4 people who would benefit from PrEP use it.
- Under the Ending the Epidemic Initiative, the U.S. Department of Health and Human Services (HHS) launched a nationwide program called Ready, Set, PrEP to expand access and to provide PrEP medications at no cost to individuals who qualify.
- PrEP is a prevention method used by people who do NOT have HIV.
- PrEP reduces the risk of being exposed to HIV through sexual contact or injection drug use by keeping the virus from establishing an infection.
- There are three medications for use as PrEP, all approved by the FDA.
- Two of the approved medications are a single oral tablet taken daily.
- One of the approved medications is a medicine given by injection every 2 months.
- PEP refers to the use of antiretroviral drugs for people who are HIV-negative following a single at-risk exposure including sex and/or injection drug use to stop HIV infection.
- Exposure to HIV is a medical emergency because HIV establishes infection very quickly, often within 24 to 36 hours after exposure.
- It is critical for a person who has been exposed to seek care from a health care provider within 72 hours of the potential exposure.
- PEP must be started as soon as possible to be effective – always within 72 hours of a possible exposure – and continued for 4 weeks.
- Any licensed prescriber can prescribe PEP. Emergency medicine physicians are among the most frequent prescribers of PEP.
- Non-HIV-infected patients who are active in at-risk behaviors need to be aware of how to access PEP.
- One out of every seven people with HIV are unaware of their status.
- Ongoing preventative testing is recommended.
- Once a person is aware of their status, they then can take steps to address their health and to prevent transmission to others.
- Anyone is susceptible to the virus.
- Ryan White Services and Resources provides testing through several funded agencies.
- HIV home testing is available.
- If your partner is living with HIV, your risk of getting HIV is lower if your partner consistently takes HIV treatment every day.
- Get tested for other STIs. Some STIs make it easier for HIV-1 to infect you.
- Talk to your healthcare provider about all the ways to help reduce HIV risk.

Bounce to Zero will reduce the negative impact of the stigma associated with HIV on people with HIV and who are vulnerable to HIV.

- Bounce to Zero will normalize the topic of HIV, increase awareness, and understanding, correct misperceptions, and help people learn more about HIV.
- Bounce to Zero will elevate action-oriented strategies to address and eliminate the harms caused by stigma.
- The stigma associated with HIV is alive in the eight-parish greater New Orleans area.
- HIV stigma continues to negatively impact individuals, families, and our communities.
- HIV stigma includes the negative attitudes, beliefs, and practices that motivate the public to fear, reject, avoid, and discriminate against people with HIV or those vulnerable to HIV.
- Talking openly about HIV can normalize the subject and provides opportunities to correct misconceptions and help others learn more about HIV.
- HIV stigma is negative attitudes and beliefs about people with HIV.
- HIV stigma is rooted in a fear of HIV. There are misconceptions about how HIV is transmitted and what it means to live with HIV today.
- HIV stigma is the prejudice that comes with labeling an individual as part of a group that is believed to be socially unacceptable.
- Stigma drives discrimination. While stigma refers to an attitude or belief, discrimination is the behaviors that result from those attitudes or beliefs.
- HIV stigma and discrimination affect the emotional well-being and mental health of people with HIV.
- People with HIV often internalize the stigma they experience and begin to develop a negative self-image. They may fear they will be discriminated against or judged negatively if their HIV status is revealed.
- HIV stigma can lead to feelings of shame, fear of disclosure, isolation, and despair and be a barrier to getting tested and treated for HIV.
- The lack of information and awareness combined with outdated beliefs lead people to fear getting HIV.
- Many people think of HIV as a disease that only certain groups get. This leads to negative value judgements about people who are living with HIV.
- Increasing awareness that Undetectable equals Untransmittable destigmatizes HIV.
- Effectively removing the stigma of HIV allows the widespread use of testing to provide early care and treatment thus stopping the transmission of HIV.

What is stigma?

- HIV stigma is negative attitudes and beliefs about people with HIV.
- HIV stigma is discrimination
- HIV Stigma affects the emotional well-being and mental health of people with HIV.
- HIV stigma is the prejudice that comes with labeling a person as part of a group that is presumed to be socially unacceptable.
- To differentiate stigma and discrimination:
 - Stigma is the negative stereotype
 - Discrimination is the behavior that results from this negative stereotype.
- The stigma associated with HIV is alive in the eight-parish greater New Orleans area.
- HIV stigma continues to negatively impact individuals, families, and our communities.
- HIV stigma includes the negative attitudes, beliefs, and practices that motivate the public to fear, reject, avoid, and discriminate against people with HIV or those vulnerable to HIV.

What is “Internalized Stigma?”

- People with HIV often internalize the stigma they experience and develop a negative self-image. They may fear they will be discriminated against or judged negatively if their HIV status is revealed.
- “Internalized stigma” or “self-stigma” happens when a person applies the negative ideas and stereotypes about people with HIV to themselves.
- HIV internalized stigma can lead to feelings of shame, fear of disclosure, isolation, and despair. These feelings can keep people from getting tested and treated for HIV.

HIV Stigma Examples

- A health care professional refusing to provide services to a person living with HIV.
- Refusing casual contact with someone living with HIV.
- Socially isolating a person because they are HIV positive.
- Referring to people as HIVers or Positives.
- Referring to people who are negative as “clean.”
- Believing that only certain groups of people get HIV
- Making moral judgments about people who take steps to prevent HIV transmission
- Feeling that people deserve to get HIV because of their choices

To prevent stigma:

- Rely on and share trusted sources of information.
- Speak up if you hear, see, or read stigmatizing or harassing comments or misinformation.
- Show compassion and support for individuals and communities more closely impacted.

CALLS TO ACTION

- **Take Action** – We can all help end HIV stigma through our words and actions in our everyday lives. Lead others with your supportive behaviors.
- **Talk About HIV** – Talking openly about HIV normalizes the subject. It provides opportunities to correct misconceptions and help others learn more about HIV.
- **Take the Pledge** – Make a pledge to stop HIV stigma. Download a [pledge card](#) at bouncetozero.com to customize and post on your website, blog, and social media channel.

PLEDGE OPTIONS

For Individuals

- I will respect and appreciate the rich diversity of our community
- I will listen, learn and speak about HIV
- I will get tested consistently as recommended and know my status.
- I will NOLA my status
- I will NOLA the HIV status of my partner(s)
- I will learn about U=U
- I will educate another person about U=U
- I will talk to my friends and family about PrEP, testing, U = U
- I will use people first language (add link to page)

- I will respect all members of the community and reduce stigma by respecting people's pronouns
- I will talk to potential partners about STI screen every time
- I will be a resource for the community for sexual health and wellness services
- I will support NOLA HIV Awareness Week and HIV Awareness Days throughout the year
- I will display the Bounce to Zero symbol are
- I will remain committed to combating hatred and discrimination

For Businesses

- We will display Bounce to Zero signs at our locations
- We will display U=U signs at our locations
- We will promote at our locations consistent HIV testing
- We will maintain a safe space for all community members at my organization
- We will share HIV prevention and treatment resources
- We will be a resource for the community for sexual health and wellness services
- We will remain committed to combating hatred and discrimination
- We will implement staff training on HIV
- We will support in NOLA HIV Awareness Week and HIV Awareness Days throughout the year

Ryan White Services and Resources acts as a **collaborative** core resource for those affected by and living with HIV as well as other stakeholders, including medical and governmental bodies, and community-based organizations, throughout the eight-parish greater New Orleans area.

- Ryan White Part A funds are administered by the Ryan White Services and Resources (RWSR), a division of the New Orleans Health Department, to provide a comprehensive system of care.
- Ryan White Services and Resources disseminates these funds to local agencies to provide services to eligible individuals residing in Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, and St. Tammany parishes.
- The New Orleans Regional AIDS Planning Council provides service and allocation recommendations to RWSR by reviewing data and receiving input from persons living with HIV and other community stakeholders.

Bounce to Zero is a national leader in Ending the HIV Epidemic in the United States' **countdown** to reducing the number of new HIV infections by 95% by 2030.

- The U.S. Department of Health and Human Services (HHS) launched Ending the HIV Epidemic (EHE) initiative to reduce new HIV infections in the U.S. by 90% by 2030.
- Congress approved additional HIV resources in fiscal years 2020 and 2021 to support the launch of this multiyear initiative focused on ending the HIV epidemic in America by 2030.
- In 2019 To ensure appropriate investment and coordination occur, nearly 600 HIV positive advocates and their allies converged on Capitol Hill for AIDSWatch, the nation's largest annual federal advocacy event on HIV. Participants from 40 states, DC, and Puerto Rico, comprised the second largest contingent in AIDSWatch history.
- This count down tracks the progress of the commitment to end the domestic HIV epidemic within the next decade.

This campaign is working to create a world with **zero** new HIV infections and zero people out of care.

- Expanded tools for HIV prevention and treatment are now more available than ever: making the goal of zero new HIV infections and zero people out of care a real possibility.
- Know your HIV status by getting tested
- If the test result is positive, get in care and take medications as prescribed and consistently
- Prevention education is a key factor in ending the HIV epidemic. There are resources such as medications to prevent individuals from getting HIV, in addition to free HIV testing.
- People with HIV who maintain an undetectable viral load have zero risk of transmitting the virus through sex.

There are **legal issues** related to HIV in many states, and Louisiana is one of the most extreme.

- People with HIV (PWH) experience criminalization and incarceration in unique ways.
- PWH in Louisiana may be prosecuted for “intentional exposure to HIV” under general criminal laws and can even be prosecuted for attempted murder.
- Louisiana has HIV-specific criminal statutes.
- Louisiana's one HIV criminal law makes it a felony for a person who is knowingly living with HIV to intentionally expose another person to HIV.
- Louisiana has a broad HIV exposure statute that, in addition to targeting exposure through sexual contact, targets exposure “through any means or contact” including spitting, biting, blood exposure, needle-sharing, blood, tissue, organ, and semen donation.
- Louisiana’s HIV criminalization law ignores the scientific evidence of how HIV is transmitted. HIV cannot be transmitted by biting or spitting on someone. Yet, these actions are criminalized under Louisiana law for PWH.
- PWH who fail to notify a physician or dentist of their status prior to receiving healthcare services may be guilty of a misdemeanor.
- Persons convicted under the Louisiana’s “intentional exposure to AIDS virus” law are required to register as sex offenders. Louisiana is one of six states with this requirement.
- The sex offender registration requirement creates additional social and economic barriers for PWH that extend well beyond a prison sentence.
- These laws were passed at a time when very little was known about HIV, including how HIV was transmitted and how best to treat the virus.
- Many of these state laws criminalize behaviors that cannot transmit HIV – such as biting or spitting – and apply regardless of actual transmission, or intent.
- A person can be prosecuted under these laws even if HIV transmission does not occur.
- HIV-related crimes in Louisiana are disproportionately enforced based on race and sex, and impact Black men the most.
- The number of interactions with law enforcement involving allegations of HIV crimes is not declining over time.
- 91% of people arrested for an HIV crime in Louisiana were Black men.
- 44% of people with HIV in Louisiana are Black men.
- 80% of all suspects in an HIV-related crime in New Orleans were Black men.
- 58% of all suspects in New Orleans were Black men.
- 28% of victims of an HIV-related crime in Louisiana were Black women.
- 28% of all victims in Louisiana were white women.
- 75% of all HIV registrants on the National Sex Offender Registry were Black men.
- 63% of the HIV registrants on the National Sex Offender Registry only had an HIV conviction.
- The cost of incarcerating HIV-related offenses in Louisiana is \$6.5 million.
- The (now former) ACLU of Louisiana Executive Director Marjorie Esman said laws involving the “criminalization of HIV and AIDS” are problematic.
- Louisiana advocates are looking into the best legislative solution.
- AIDS and HIV laws were adopted in the 1980s and early 1990s amidst a fear of the growing, seemingly lethal condition that had limited remedies at the time.
- Now that AIDS is not necessarily deadly, the existing laws are “far more punitive” than they should be.
- The gross lack of confidentiality in the public or open reporting of HIV-related charges by law enforcement violates all medical ethics and public health practice standards.

- Criminalizing AIDS and HIV adds to the stigma of shame for those living with the virus.
- Stigma drives people from knowing their status. Stigma keeps people from getting tested for HIV.
- HIV criminalization laws create a sense of distrust between PWH and the public organizations that are meant to serve them. This distrust hinders Louisiana's ability to provide rigorous disease surveillance and outbreak response.
- Where can PWH find legal help?
 - PWH, as well as their loved ones, face a variety of problems requiring the assistance of legal professionals with experience in various areas of the law.
 - CrescentCare's Legal Services team – including seven attorneys – provides free legal assistance to people with HIV throughout Louisiana. PWH can contact CrescentCare at (504) 323-2642.
 - In 2012, AIDSLaw merged with CrescentCare.
 - CrescentCare Legal Services is a program of CrescentCare, a Federally Qualified Health Center.
 - Frontline Legal Services provides social, legal, and risk reduction services for PWH in Louisiana. PWH can contact Frontline at (504) 510-3616.