

DO ONE THING:

A neighborhood based campaign to address racial disparities in HIV and HCV infection

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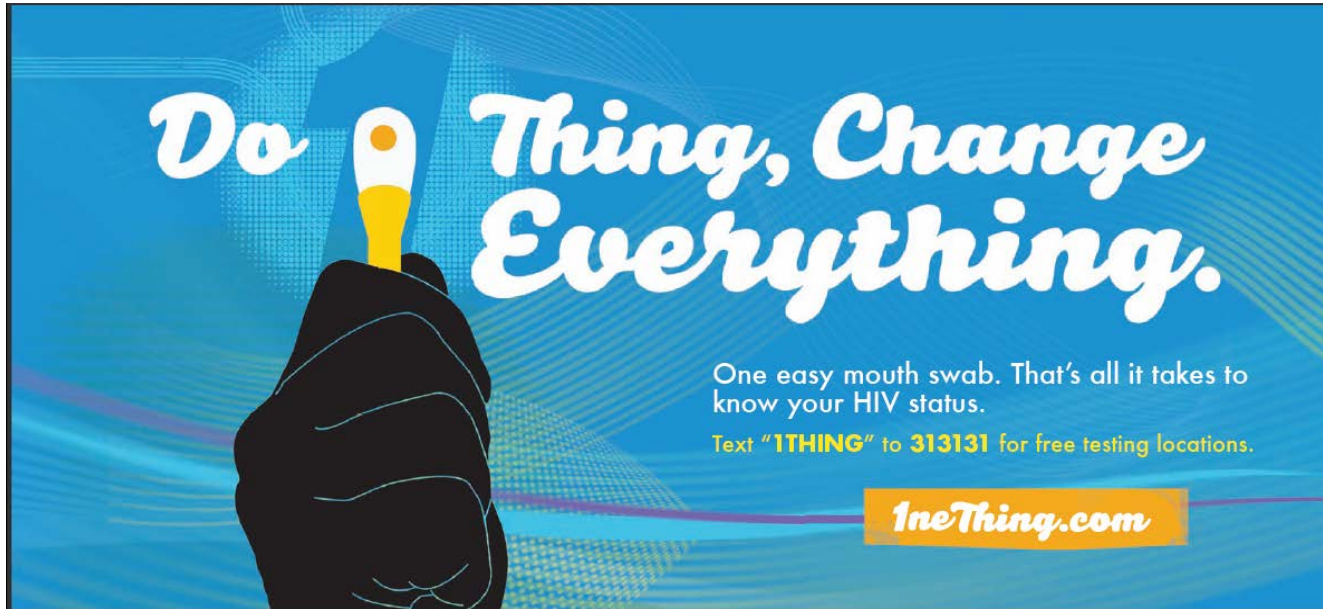
Division of Infectious Diseases and HIV Medicine




Do One Thing Overview

- Southwest Philadelphia, PA is a medically underserved area with high rates of HIV infection & few testing and treatment services.
- *Do One Thing* is a test and treat campaign that stimulates demand for and provides HIV testing across a zipcode
- *Do One Thing* includes:
 - A large-scale social marketing and media campaign
 - Community outreach and mobilization
 - A partnership with a federally qualified health center
 - Rapid HIV testing in a mobile unit and door-to-door testing
 - Community service and volunteer trainings
 - Robust monitoring and evaluation

Do One Thing Media Campaign



Do  Thing, Change Everything.

One easy mouth swab. That's all it takes to know your HIV status.

Text "1THING" to 313131 for free testing locations.

1neThing.com



Do  Thing

the campaign



CAMPBELL 2012
NEGATIVITY PREVAILS
STORY, A2

WHAT WENT WRONG: 20 YEARS LATER
 Excerpt from the new book
 by Bartlett and Steele
CURRENTS

CAN MARIAH SAVE 'IDOL'?
AGE

The Philadelphia Inquirer

philly.com

Sunday, July 29, 2012 ★ 2012 Pulitzer Prize Winner ★ \$2

Little fire crew's \$1M antiterror machine

What's a tiny volunteer fire company in Swanton doing with a \$1 million taxpayer-funded antiterror machine to help the Lebanon Fire Co. in Lebanon, Pa., fight terrorism, and other threats?

Nothing, besides proving for itself that it can do it. The machine is a \$1 million antiterror machine that can be used to fight terrorism, and other threats. The machine is a \$1 million antiterror machine that can be used to fight terrorism, and other threats.

The fire crew is a volunteer fire crew. The machine is a \$1 million antiterror machine that can be used to fight terrorism, and other threats.

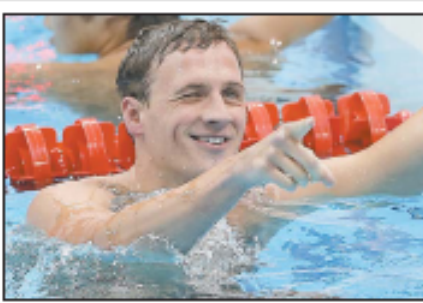


The Lebanon Fire Company's \$1 million antiterror machine, developed by the U.S. Coast Guard, is used to fight terrorism, and other threats.

Doctor shortage to worsen

The nationwide shortage of physicians is likely to worsen the longer experts stay in the field.

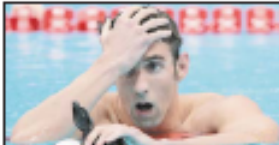
In a new report, the American Medical Association says that the shortage of physicians is likely to worsen the longer experts stay in the field.



Lochte won his first duel in the pool at the 2012 U.S. Olympic Trials.

Lochte wins first duel in pool

Lochte won his first duel in the pool at the 2012 U.S. Olympic Trials. The swimmer defeated his opponent in a close race.



Michael Phelps has 11 gold medals in his career.

Tighter scrutiny, lower Pa. scores

Changes to the state's testing program are likely to result in lower scores.

The state's testing program is being scrutinized more closely, which could lead to lower scores.

Search boaters. Margate puts muscle into tag law

The city of Margate is enforcing a new tag law for boaters.

The city of Margate is enforcing a new tag law for boaters. The law requires boaters to have a tag on their boats.

Going door-to-door to test for HIV in Phila.

Health workers are going door-to-door to test for HIV in Philadelphia. The program aims to reach more people who are at risk.



Health workers are going door-to-door to test for HIV in Philadelphia.

LONDON 2012 MEDAL COUNT

	Gold	Silver	Bronze	Total
USA	4	0	2	6
China	2	2	1	5
UK	1	2	2	5
Spain	1	1	1	3
USA (Total)	5	1	1	7

Independence
 Changing the Game.

Going door-to-door to test for HIV



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HIV in Philadelphia

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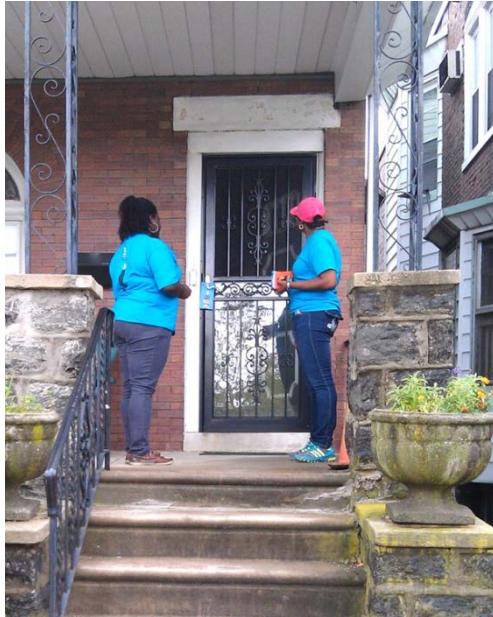
Philadelphia has a high rate of HIV. The city is working to reduce the number of new infections.

Heat can be a death sentence for some prisoners

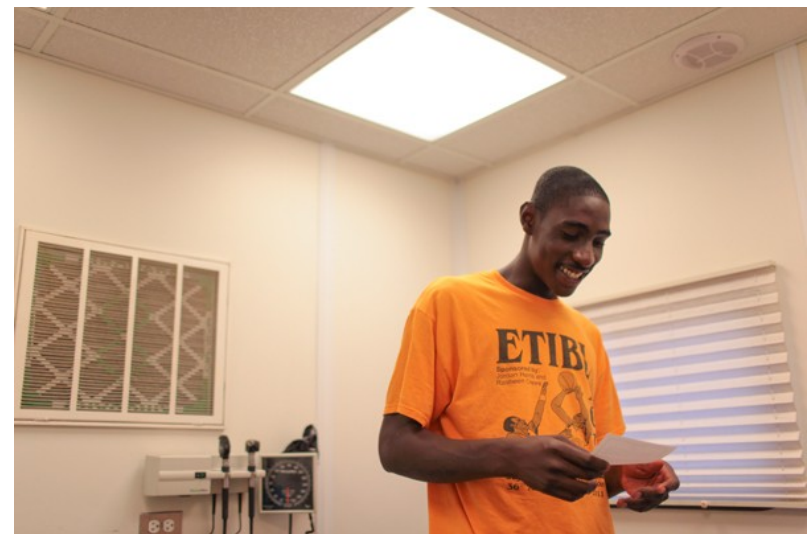
Prisoners in hot climates are at risk of death due to heat. The state is working to improve conditions.

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Do One Thing Door To Door HIV Testing Campaign



Application: Do One Thing Testing Campaign Mobile Unit

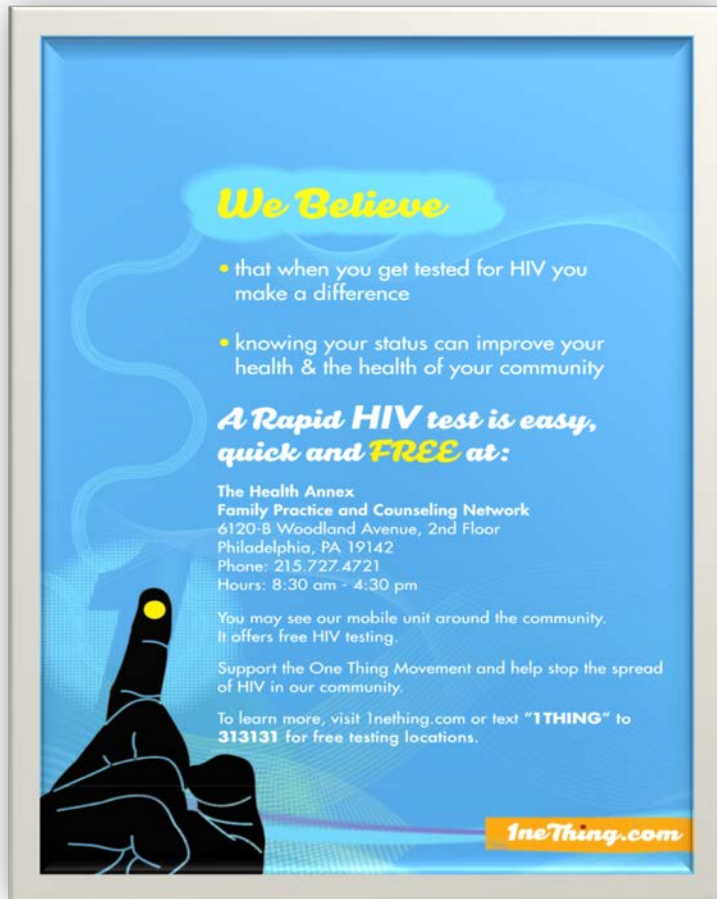


Demographic		Percentage
Gender	<i>Female</i>	52%
	<i>Male</i>	48%
Race	<i>African American</i>	87%
	<i>African</i>	6%
	<i>Other</i>	7%
Foreign Born		9%
Education	<i>Less than high school</i>	24%
	<i>High School</i>	54%
	<i>Some college/AA</i>	14%
	<i>4 year college</i>	8%
Marital Status	<i>Single</i>	75%
	<i>Married</i>	11%
	<i>Separated/Divorced</i>	8%
	<i>Other</i>	6%
	Household Income	<i><\$10,000/yr</i>
<i>\$10,000-15,000/yr</i>		13%
<i>\$15,000-20,000/yr</i>		12%
<i>>\$20,000/yr</i>		25%
Employment		<i>Unemployed</i>
	<i>Part-time</i>	15%
	<i>Disabled</i>	12%
	<i>Full-time</i>	26%
	<i>Other</i>	6%

Demographic		Percentage
Sexual Orientation	<i>Heterosexual</i>	91%
	<i>Gay/Lesbian</i>	5%
	<i>Bisexual</i>	4%
Part of religious community?	<i>Yes</i>	37%
	<i>No</i>	63%
Denomination	<i>Baptist</i>	45%
	<i>Muslim</i>	27%
	<i>Pentecostal</i>	6%
	<i>Other</i>	22%
How frequently attend religious service	<i>≥1 times a week</i>	52%
	<i>Almost every week</i>	13%
	<i>1-2x/month</i>	24%
	<i><monthly</i>	11%
D1T media	<i>Billboard</i>	18%
	<i>Business Posters</i>	8%
	<i>Street outreach</i>	22%
	<i>None</i>	41%
	<i>Other</i>	11%
Where get news	<i>Television</i>	77%
	<i>Newspaper</i>	31%
	<i>Websites</i>	26%
	<i>Social Media</i>	18.36%
	<i>Radio</i>	18%

Risk Behavior		Percentage
Engaged in concurrent partnership		20%
Believe partner has concurrent relationship		26%
Ever injected		6.5%
Used cocaine	<i>Cocaine</i>	13%
	<i>Crack</i>	13%
Tattoos		51%
If tattooed, received tattoo at tattoo party		33%
Marijuana use		53%
Ever tested for HIV?		85%
Ever tested for HCV?		36%
Where tested for HCV?	Doctor's Office	60%
Why tested for HCV?	Participant asked for the test	38%
	Doctor Recommended	41%
	Other	21%

Community Mobilization



We Believe

- that when you get tested for HIV you make a difference
- knowing your status can improve your health & the health of your community

A Rapid HIV test is easy, quick and **FREE at:**

The Health Annex
Family Practice and Counseling Network
6120-B Woodland Avenue, 2nd Floor
Philadelphia, PA 19142
Phone: 215.727.4721
Hours: 8:30 am - 4:30 pm

You may see our mobile unit around the community. It offers free HIV testing.

Support the One Thing Movement and help stop the spread of HIV in our community.

To learn more, visit 1neThing.com or text "1THING" to 313131 for free testing locations.

1neThing.com



Community Service: Volunteers



Routine HIV Testing at the FQHC



Lessons Learned from implementing Routine Testing in Clinical Setting

- **Leadership/ culture change**
- **Electronic Medical Record**
 - The 5th vital sign
- **Financial incentives for testing staff**
- **Addressing high decline rates**

What's next?

- **Media**
 - More radio advertising
- **Health Annex**
 - Boost offer rate and reduce decline rate
- **Do One Thing mobile unit**
 - Scaling up testing and outreach staff
 - Sexual and drug use networks
 - **HCV rapid testing with reflexive confirmatory test: December 2012**
 - Training of all testing personnel in HCV counseling/ testing
 - 24/7 drop-off of HCV PCR Quantitative tests
 - Robust linkage to care model

Acknowledgements

- Amy Nunn, ScD
 - Gladys Thomas
 - Anna Jane Yolken
 - Brown University “Do One Thing” Team
- Health Annex
- BEBASHI
- Do One Thing Testing Staff and Volunteers
- Harlem United “Blocks Campaign”
- Partnership Comprehensive Care Practice of Drexel University
- Gilead Sciences HIV FOCUS Program
- Community members of 19143

Learn More

Do One Thing:

- 1nething.com
- www.facebook.com/do1nething
- Twitter: @1nething

Philly Faith in Action

- www.facebook.com/PhillyFaithInAction
- www.phillyfaithinaction.org