



Let's Stop HIV Together Clinical Ambassador Toolkit for Success



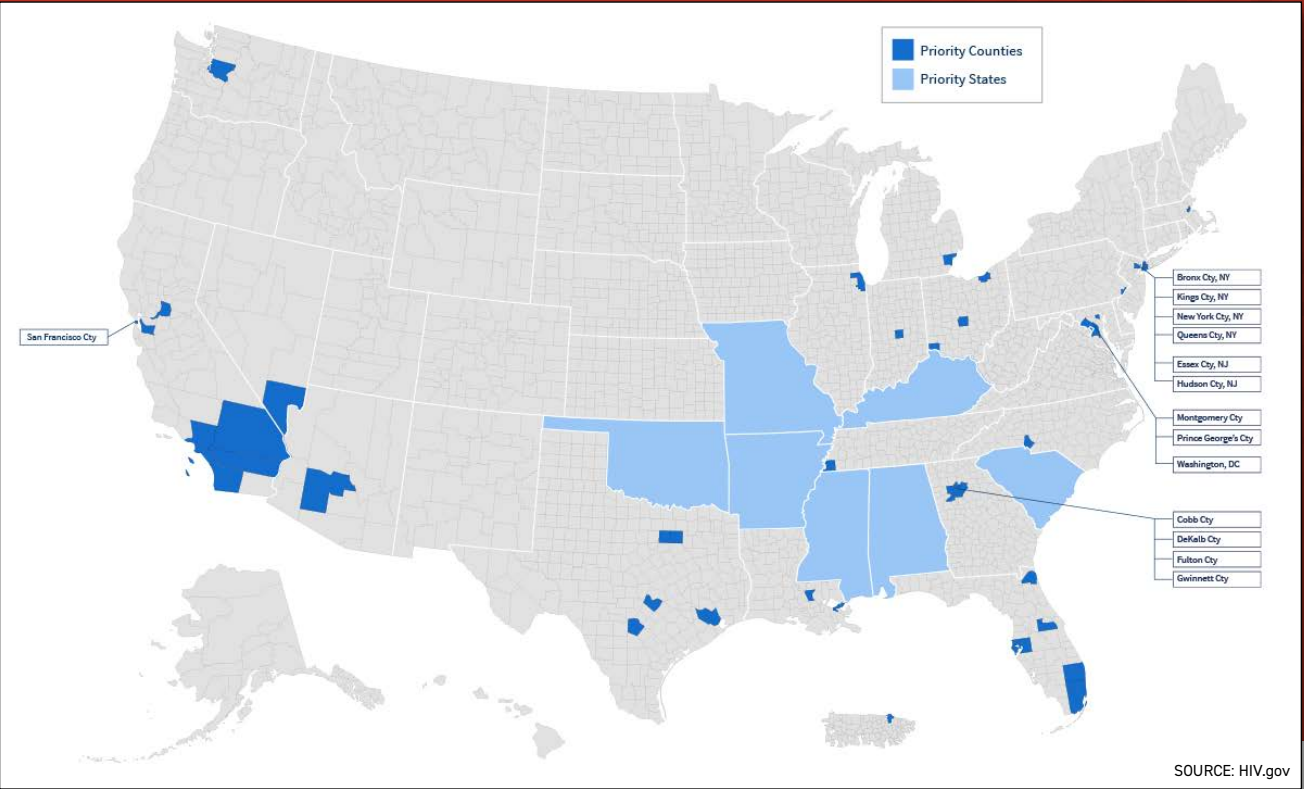
www.cdc.gov/stophivtogether

Introduction

Welcome! The *Let's Stop HIV Together* team knows you're passionate about ending the HIV epidemic and caring for patients. We want to elevate your work and help you get the most from your experience as a *Let's Stop HIV Together (Together)* Clinical Ambassador.

This quick-start toolkit is intended to anticipate and answer your questions and help you in your Ambassador role.

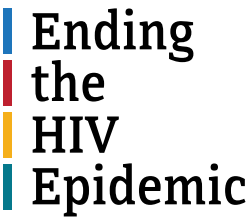
Learn more about *Together* Clinical Ambassadors and their areas of expertise.



Let's Stop HIV Together Purpose & Goals

CDC's *Let's Stop HIV Together* campaign is the national campaign of the *Ending the HIV Epidemic in the U.S. (EHE)* initiative and the *National HIV/AIDS Strategy*. *Together* is an evidence-based campaign created in English and Spanish. It aims to empower communities, partners, and health careproviders to reduce HIV stigma and promote HIV testing, prevention, and treatment. Clinical Ambassadors play a key role in fulfilling the goals of the *Together* campaign.

The U.S. Department of Health and Human Services (HHS) launched the EHE initiative in 2019 to reduce new HIV infections in the United States by 90% by 2030.¹ The cross-agency initiative leverages scientific advances in HIV prevention, diagnosis, treatment, and outbreak response by coordinating the highly successful programs, resources, and infrastructure of many HHS agencies and offices, including CDC.



1. About Ending the HIV Epidemic in the U.S. Initiative [Webpage]. September 2021. Accessed May 17, 2022.

The Clinical Ambassador's Role

Clinical Ambassadors are nationally recognized experts who extend the reach of *Together* by disseminating HIV messaging, materials, and other CDC resources.

As a Clinical Ambassador, you will lead outreach activities and encourage other health care providers nationwide to adopt CDC's tools, guidelines, and educational materials for effective HIV screening, prevention, and treatment across the continuum of HIV care.

“

As clinicians, we have a responsibility to *meaningfully* address racialized health inequities through patient-centered HIV care.

Oni Blackstock, MD, MSH

CLINICIAN SPOTLIGHT SERIES



You are vital in helping us promote HIV awareness, prevention, testing, treatment, and stigma reduction. Keep an eye out for correspondence, materials, and templates for emails, opportunities for introductions to other Ambassadors and partners—and especially for communications about upcoming [HIV Awareness Days](#). Additionally, you will also have access to Basecamp's interactive dashboard where you can connect and communicate with other Ambassadors. Your messages and voice combined with others can create a powerful impact.

Dr. Oni Blackstock was featured in a Clinician Spotlight highlighting the importance of addressing health inequities in HIV care.



CDC's HIV Nexus: A Handy Tool for Clinicians

While the *Together* campaign offers free resources and tools for both general and clinical audiences, [HIV Nexus](#) is a tool built specifically for clinicians. It's a comprehensive website that provides clinicians with the latest scientific evidence, guidelines, and resources on screening for HIV, prescribing PrEP (pre-exposure prophylaxis) and PEP (post-exposure prophylaxis), and providing treatment to people with HIV. We hear from clinicians that they find it a helpful resource.



The Benefits of Being a Clinical Ambassador

As a Clinical Ambassador, you will have access to a national platform with resources to highlight in your HIV testing, prevention, treatment, and stigma reduction efforts. You will also have access to accurate, timely, and relevant HIV information and materials from the *Together* campaign. You will grow your personal, professional, and social networks by meeting and connecting with a diverse network of like-minded individuals and organizations around the country.

CDC provides Clinical Ambassadors with a wide range of technical assistance. This includes providing strategic guidance for your activities, offering peer-based technical assistance, developing and customizing HIV prevention materials to disseminate, and connecting you to other national and local partners. You will also benefit by having free access to:

- One-on-one calls to discuss activities.
- Social media consultation and support.
- User-friendly bilingual printed and digital materials.
- Evidence-based campaign materials and customizations such as resizing and localization.
- [HIV Awareness Day toolkits](#) and other campaign resources, such as the [social media toolkit for clinicians](#) that includes ready to use resources to enhance your digital HIV outreach.
- Guidance for planning and coordinating live events with community organizations.
- Coordination with clinical associations for health care provider events and activities.
- Updates on the latest resources available.

“Improving engagement in sexual health care includes creating an environment where people feel welcome—having intake forms that are inclusive, having non-discrimination policies that include trans people, educating staff on using correct pronouns, and offering targeted prevention materials.”

Asa Radix, MD, PhD, MPH, FACP (He/They)

CLINICIAN SPOTLIGHT SERIES





Dr. Asa Radix was featured in a Clinician Spotlight highlighting inclusive sexual health care.

“Engaging with the National Hispanic Medical Association (NHMA) during their Twitter chat with a large primary care provider audience during National HIV Testing Day helped amplify the message of HIV testing through a trusted membership-based organization. Using the platform as a Clinical Ambassador to spread key messages to our target audiences is a great way to engage with patients and providers.”

– Dr. Jason Farley, *Together* Clinical Ambassador



Clinical Ambassador Responsibilities

As an Ambassador, you will develop—with our help—a *Let’s Stop HIV Together* Ambassador Action Plan. This helps you set strategies, goals, and objectives, and also plot out your tactics with timelines and due dates. This tool will also help you complete monthly online reporting requirements (see [Evaluation & Reporting](#)). Your Action Plan will incorporate Ambassador responsibilities such as:

- Participating in technical assistance calls, online trainings, and/or peer discussions.
- Providing support to the *Together* campaign through in-person and virtual events and activities, such as presentations, panels, conferences, and podcasts.
- Using CDC’s [HIV Nexus](#) to access the latest tools and guidelines for your practice, and educational materials for your patients.
- Promoting [HIV Awareness Days](#) by using ready-made materials.
- Cultivating relationships with individuals and organizations that can use their influence to greatly increase dissemination of *Together* resources during events and activities.
- Using provider-related resources and the *Together* [digital social media toolkit for healthcare providers](#) to amplify *Together* messages and materials among other clinical audiences.
- Disseminating *Together* materials within your networks.
- Adhering to branding and program standards.
- Attending bimonthly Ambassador meetings.
- Attending bimonthly one-on-one meetings.
- Engaging in ongoing, timely communication with the *Together* Ambassador management team.
- Distributing *Together* materials.

Learn about **CDC’s latest awards** in your community and the EHE’s other priority jurisdictions.

Key Messages

As an Ambassador, you will play an important role in amplifying the *Together* campaign's messages in five key areas:

- **Screening:** CDC recommends that individuals between the ages of 13 to 64 get tested for HIV at least once as part of routine health care and that those with ongoing risk factors get tested more frequently. Early detection can lead to patients seeing quicker results in treatment and preventing transmission to others. Regardless of your test results, there are next steps. PrEP is an option to reduce the risk of getting HIV if your test results are negative. It is particularly important for health care providers to screen individuals at ongoing risk annually. This includes people who inject drugs and their sex partners, people who exchange sex for money or drugs, sex partners of people with HIV, sexually active men who have sex with men, heterosexual people who themselves or whose sex partners have had more than one sex partner since their most recent HIV test, and people receiving treatment for hepatitis, tuberculosis, or a sexually transmitted disease.
- **Prevention:** There are many tools available to help patients prevent HIV. Health care providers should talk to patients about prevention measures, such as PrEP, PEP, and condoms. PrEP reduces the risk of getting HIV from sex by about 99% when taken as prescribed.²
- **Treatment:** Health care providers play a vital role in linking their patients with HIV to treatment and care. Antiretroviral therapy (ART) reduces HIV-related morbidity and mortality at all stages of HIV. People with HIV who take ART as prescribed and get and keep an undetectable viral load (or stay virally suppressed) can stay healthy and will not transmit HIV to their sexual partners. This is sometimes referred to as treatment as prevention, or Undetectable=Untransmittable (U=U).³ Getting treatment helps people with HIV live longer, healthier lives, and protect others.
- **Reducing HIV Stigma:** Responding to HIV is more than a medical issue; it's a social and cultural issue. Health care providers can do their part by creating a safe and welcoming setting for patients to be able to talk openly about HIV testing, prevention, and treatment without judgment.
- **Specialty Care:** Many transgender people face stigma, discrimination, and exclusion, which may increase HIV risk factors and create barriers to accessing health care. Transgender patients' concerns can often start at the front desk and in waiting areas. Staff may not know how to handle situations when a patient's legal name or gender differs from their preferred names and gender identities and/or expressions. The [Transforming Health: Patient-Centered HIV Prevention and Care](#) website contains information and materials for health care providers, whole-care teams, social service providers, and transgender people, with the goal of reducing new HIV infections and improving the health of transgender people.

2. CDC. [PrEP Effectiveness](#) [Webpage]. May 2021. Accessed April 14, 2022.

3. Myers, J. E., Braunstein, S. L., Xia, Q., Scanlin, K., Edelstein, Z., Harriman, G., Tsoi, B., Andaluz, A., Yu, E., & Daskalakis, D. (2018). Redefining prevention and care: A status-neutral approach to HIV. *Open Forum Infectious Diseases*, 5(6). <https://doi.org/10.1093/ofid/ofy097>.

Want to find the latest HIV data?

Check out the [HIV Surveillance Report](#). This annual report includes key findings on HIV in the United States, including the number and population rates of HIV diagnoses, differences in new HIV diagnoses by gender, transmission category, race/ethnicity, age, the number of people living with HIV, and the number of people who are receiving HIV medical care. When you talk about the *Together* campaign, we encourage you to incorporate the latest data from this report into your talking points and messaging.

Ways to Get Involved & Supercharge Your Ambassador Role

There are many ways for Clinical Ambassadors to be involved with the *Together* campaign and amplify your work as an expert in your field. Here are a few ways:

- Support [HIV Awareness Days](#).
- Conduct live events and engage in and share campaign messages in conjunction with events.
- Collaborate with fellow Clinical Ambassadors as well as [Community Ambassadors](#).
- Leverage your social platforms.
- Speak at local and national conferences.
- Consider writing an op-ed or a blog for a news outlet.
- Identify opportunities for donated placement of materials in venues or digital spaces.
- Connect to resources in the community that can help address barriers such as transportation, housing, and other social determinants of health that relate to HIV.
- Use free bilingual digital and print products and resources (e.g., videos, toolkits, graphics, animated graphics) to amplify the message of the campaign (see [Tools & Resources](#)).
- Be innovative with materials distribution.



In June 2023, Clinical Ambassador Dr. Joseph Cherabie moderated the National HIV Testing Day webinar.

Evaluation & Reporting: What We Measure

Together evaluates the performance of Clinical Ambassadors' activities by collecting information in a systemized way about the activities and outcomes. This helps to monitor progress toward goals, make judgments about the program, improve its effectiveness, and inform decision-making. As part of your responsibilities as a Clinical Ambassador, you will report data largely around these core activities:

- Outreach
- Events
- Materials
- Social media
- Other activities (digital articles, email blasts, media impressions, and internet ads) promoting *Together* and CDC messaging

How is this done? By using the CDC's Prevention Communications Branch (PCB) metrics database. You will collect and report data monthly no later than 10 business days after the end of each month. Each tab contains key metrics/questions to help capture activities, as well as answer some qualitative questions. When you disseminate *Together* materials, you will report it into the metrics database.



Tools & Resources

Here are some helpful resources as you engage in Clinical Ambassador work.

- [HIV Nexus](#): CDC Resources for Clinicians.
- [Let's Stop HIV Together](#), also available in Spanish, [Detengamos Juntos el VIH](#).
- [Let's Stop HIV Together "What's New" page](#).
- CDC HIV [Facebook](#) page and CDC HIV [Twitter](#) account.
- [Let's Stop HIV Together Instagram](#) account.
- Start Talking. Stop HIV. [Facebook page](#) and [Instagram](#) account addressing the audience of gay and bisexual men.
- [Let's Stop HIV Together Social Media Toolkits](#) with sample English and Spanish posts about HIV testing, prevention, treatment, and stigma.
- [Let's Stop HIV Together Partner Resources](#).
- [Let's Stop HIV Together](#) monthly e-Blasts ([see page 11 for more information on subscribing](#)).

Did You Know?

The *Together* campaign also partners with Community Ambassadors. These Ambassadors are community leaders in cities that align with jurisdictions with the highest burden of HIV as **identified in the EHE initiative**. Similar to Clinical Ambassadors, Community Ambassadors provide support by disseminating HIV messaging, materials, and other resources.

Clinical Ambassadors FAQs

What is the compensation? In addition to feeling the reward of supporting a national HIV initiative, Clinical Ambassadors will receive compensation for their completed activities.

How can I help to promote HIV Awareness Days? HIV Awareness Days are powerful focal points to rally around and make a difference among different communities affected by HIV. Observing and including HIV Awareness Days in your communication plans is an effective way to connect with people in your community all year long. The *Together* campaign provides toolkits for each Awareness Day with social media posts and resources that Clinical Ambassadors can use in outreach efforts. Share these ready-made social media posts and resources and raise awareness among those affected by HIV.

Can I access other awareness and promotion materials and resources to support other events? Absolutely! We have an entire easy-to-browse [online resources library](#) in both English and Spanish that you can use to find or filter specific resources. Use the search box (with the magnifying glass icon) using words or phrases to help find what you need quickly. You can also filter by audience, topic, language, or format. [Find your audience now](#) by using the drop-down menu in the top box of the right column. Additionally, the *Together* campaign offers [social media toolkits](#) by topic with ready-to-use posts that you can use to promote HIV testing, prevention, treatment, and stigma. These toolkits are available in both English and Spanish for use on Facebook, Twitter, and Instagram.

What are the reporting requirements for campaign activities? Do I need to support a minimum number of events? During your onboarding session, you will learn about what is required for core activities—outreach, events, materials, and social media. Your Action Plan is a great tool to help you strategize the best way to meet the requirements.

Whom do I contact for technical assistance? You can contact your Ambassador Liaison. In the onboarding session, you will learn who is your assigned Ambassador Liaison.

What are the meeting requirements? Ambassadors are expected to attend bimonthly group meetings and bimonthly one-on-one meetings. If you are unable to attend a meeting, please notify your Ambassador Liaison before the meeting.

- Contacts**
- [Glynis Jones](#), Ambassador Team Lead, Westat
 - [Belen Michael](#), Clinical Ambassador Lead, Westat
 - [Maria Sanchez](#), Clinical Ambassador Support, Westat
 - [Judith Griffith](#), National Partnerships Team, CDC

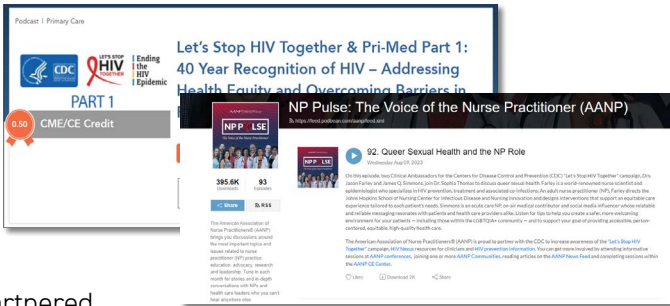
Stay Up to Date with the *Together* Monthly e-blasts
Want to stay up to date on the *Together* campaign? Subscribe to the *Together* monthly e-blasts. Each month, the *Together* campaign delivers to your inbox the latest news, resources, and information that you can use in your HIV testing, prevention, and treatment efforts. Simply access [CDC subscription page](#) and input your email address.



Examples of Clinical Ambassador Activities

Collaborations With Provider Partners

Clinical Ambassadors collaborated with Pri-Med for the “40 Year Recognition of HIV” podcast and the American Association of Nurse Practitioners’ “NP Pulse” podcast to highlight the *Together* campaign.



Getting the Word Out Via Instagram Live

For National HIV Testing Day, Clinical Ambassadors partnered with a Community Ambassador to have a candid conversation about HIV testing options. The conversation was held live on Instagram to allow people to watch in real time. The Ambassadors shared *Together* campaign messaging and answered questions about testing.

