



CALL TO ACTION: INVESTING IN BIPOC LEADERSHIP

Syndemic Prevention Approaches for Empowering Black Women

Agenda

- Brief Overview of Syndemics Impacting Black Women
- Presentations
 - Chelsea Frand, Policy & Evaluation Unit Manager, Houston Health Department
 - Tyffanie Walton, Ending the HIV Epidemic Community Health Educator, Michigan Department of Health and Human Services
- Q&A and Discussion
- Wrap Up



HIV

- New diagnoses among cis-women are from mainly from heterosexual contact
- Most new HIV diagnoses are among cis-women aged 25 to 44, 13-34 among transwomen
- Black/African American women, are more likely to be impacted
- Women are more likely to know their HIV status

Source: CDC

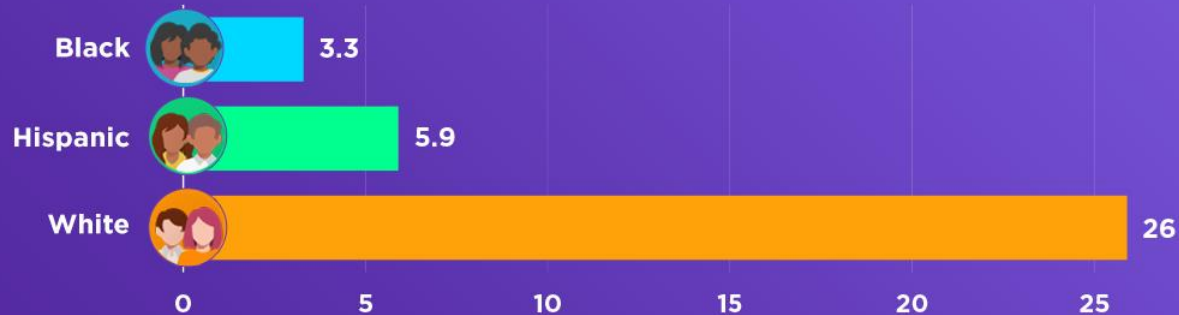


PrEP

Black and **Hispanic/Latinx** people are disproportionately impacted by HIV.

In 2021, there were only **3 Black** and **6 Hispanic PrEP users** for each new HIV diagnosis within those racial/ethnic groups, compared to **26 white PrEP users** for each new HIV diagnosis among white people.

PrEP-to-Need Ratio (PnR) by Race/Ethnicity, 2021



The PrEP-to-Need Ratio (PnR) is the number of PrEP users divided by the number of new diagnoses in a given year. PnR serves as a measurement of how PrEP use compares to the need for PrEP in a population.

In 2021, **92% of all PrEP users were male** and only **8% were female**, despite the fact that women represented 18% of new HIV diagnoses in 2020.



PrEP Users by Sex, 2021

PrEP



of transgender women
without HIV were
aware of PrEP



of transgender women
without HIV used PrEP

Hepatitis

- Hepatitis B
 - In 2022, acute hepatitis B was highest among non-Hispanic Black persons
 - Higher hepatitis B–related mortality rate
- Hepatitis C
 - In 2022, acute hepatitis C rates increased among non-Hispanic Black persons
 - Higher hepatitis C–related mortality rate
 - In 2019, non-Hispanic Blacks were more likely to have chronic hepatitis C than all other race/ethnicities (for ages 20–59 years and 60 years or older).
- HIV and Hepatitis C co-infection
 - Roughly 6-30% of people living with HIV also have Hepatitis C (variation due to risk factors; people who inject drugs have a higher prevalence)

STIs

- **Chlamydia and Gonorrhea**

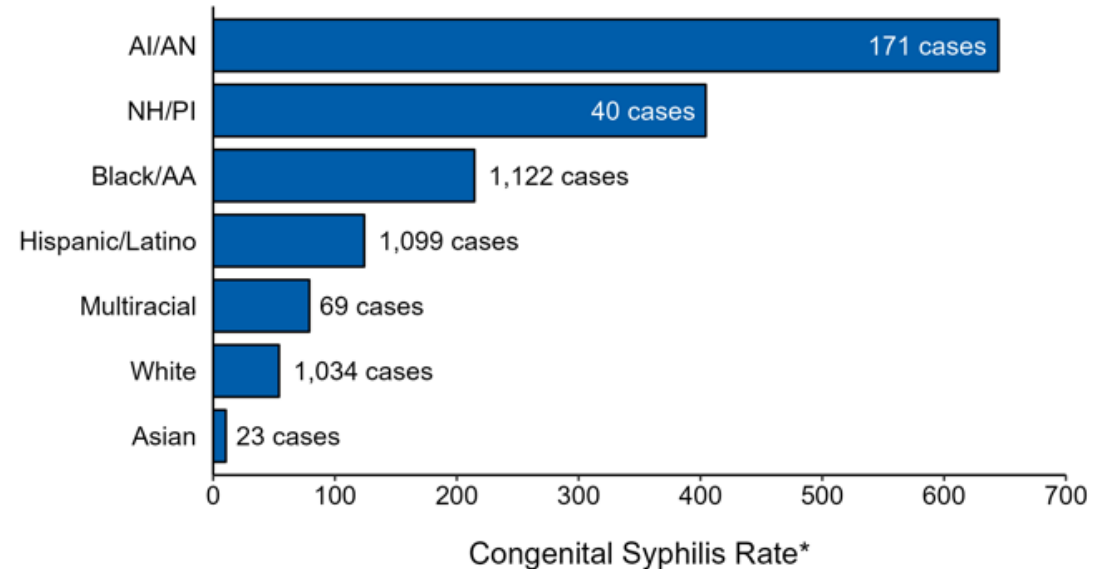
- In 2022, women aged 20-24 had the highest rates
- Non-Hispanic Black/African American women had the highest rates

- **Syphilis**

- In 2022, non-Hispanic Black/African American women had the second highest rates of primary and secondary syphilis after non-Hispanic American Indian/Alaska Native women



Congenital Syphilis — Case Counts and Rates of Reported Cases by Race/Hispanic Ethnicity of Mother, United States, 2022



* Per 100,000 live births

NOTE: In 2022, a total of 197 congenital syphilis cases (5.2%) had missing, unknown, or other race and were not reported to be of Hispanic ethnicity.

ACRONYMS: AI/AN = American Indian or Alaska Native; Black/AA = Black or African American; NH/PI = Native Hawaiian or other Pacific Islander



Overdose Deaths- 2022, 30 Jurisdictions

- 29.5% of people who died of a drug overdose were female
- 27.2% women were 35–44 years old.
- Black, non-Hispanic people had the second highest overdose death rates.

Demographic Characteristic	Number of deaths	Percent of deaths	Rate per 100,000 persons
Sex			
Male	36,237	70.5%	49.3
Female	15,197	29.5%	20.7
Race/Ethnicity			
American Indian/Alaska Native, non-Hispanic	880	1.7%	69.1
Asian, non-Hispanic	260	0.5%	3.6
Black, non-Hispanic	10,988	21.5%	54.0
Multi-race, non-Hispanic	510	1.0%	19.6
Native Hawaiian/Pacific Islander, non-Hispanic	24	<0.1%	11.5
White, non-Hispanic	33,826	66.2%	34.6
Hispanic	4,646	9.1%	28.2

Source: CDC's State Unintentional Drug Overdose Reporting System (SUDORS), 2022



Intimate Partner Violence

- Nearly 3 in 10 women (29%) have experienced rape, physical violence, and/or stalking by a partner and reported it having a related impact on their functioning
- Women ages 18 to 34 have the highest rates of intimate partner violence
- Between 2003-2012 Black/African/African Americans had the highest rates of intimate partner violence
 - 9.5% had been stalked and 41.2% of Black women had been physically abused by a partner during their lifetime
- IPV has been linked to multiple physical and mental health conditions and health risk behaviors among women of all backgrounds, including sexual and reproductive health
- Survivors are 2 times more likely to develop symptoms of depression and 3 times more likely to develop a major depressive disorder.
- Survivors are 6 times more likely to have a substance use disorder.

Sources: National Domestic Violence Hotline, National Crime Victimization Survey (NCVS)

Houston's Approach to Reaching Black and Hispanic Women

2024 NASTAD National HIV and Hepatitis Technical Assistance Meeting

Chelsea Frand, MPH
Sr. Staff Analyst/Policy & Evaluation Unit Manager
Houston Health Department

October 18, 2024



HOUSTON HEALTH
DEPARTMENT

‘An epidemic’: Syphilis rages through 1 newborn cases to climb amid treatment

Syphilis rates in Texas continue to climb, alarming healthcare workers who see among pregnant people and newborns. A shortage of treatment is complicating the situation.

BY KAREN BROOKS HARPER AND JAYME LOZANO CARVER

SEPT. 13, 2023 5 AM CENTRAL

Fighting the rise of syph Houston, in Texas, and b

Written By: Vicki Powers, UT Physicians | Updated: September 5, 2023



Feb 29, 2024 - News

Syphilis cases surge in Houston

Shafaq Patel, Jason Millman



HEALTH MATTERS

HIV cases among women on the rise, despite medication available

In 2021, 18% of the new HIV diagnoses in the United States were among women and 23% of those living with HIV are women.



Fighting a

Cases of the once
A new program hopes t

MEDICAL MINUTE

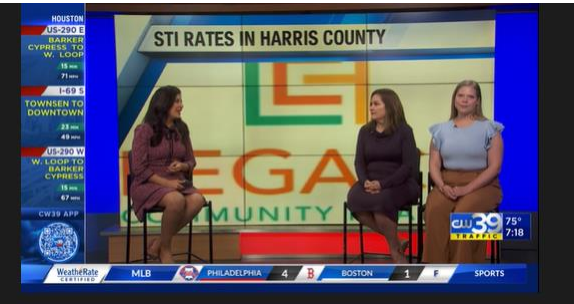
Still no drop in last year's syphilis drastic rise in women

by: [Idolina Peralez](#)
Posted: Jun 12, 2024 / 04:01 PM CDT
Updated: Jun 12, 2024 / 01:03 PM CDT

SHARE

HOUSTON (KIAH) – In the summer of 2023, the Houston Health Department reported a syphilis outbreak responsible for a 128 percent increase in cases among women and a nine-fold rise in congenital syphilis in Houston and Harris county.

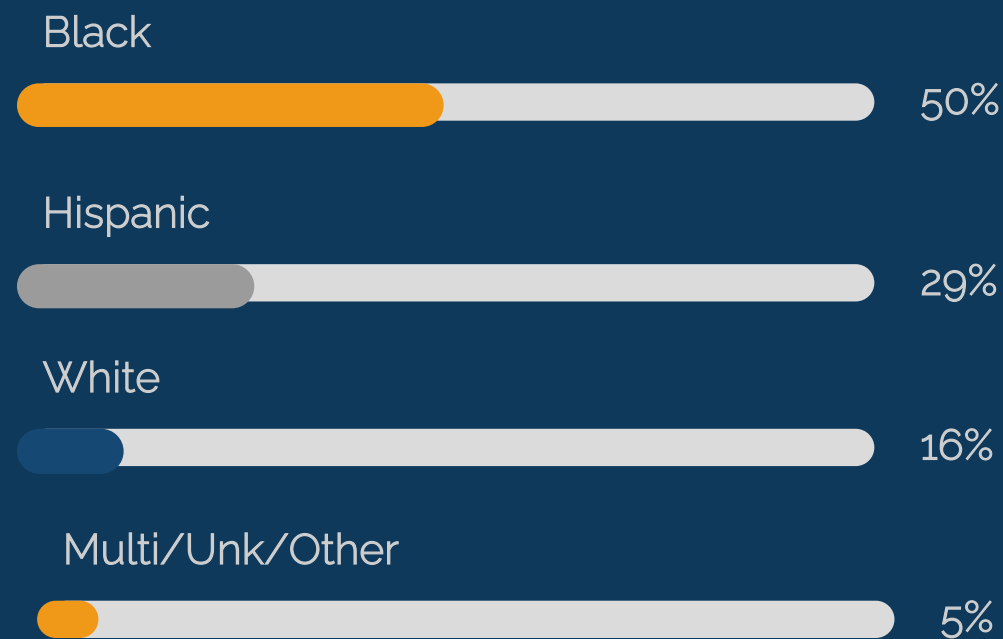
Statistics from the department indicate new infections rose from 1,845 in 2019 to 2,905 in 2022, a 57 percent increase. Syphilis is especially harmful to pregnant women. Untreated syphilis during pregnancy can result in a stillbirth or a baby's death soon after birth.



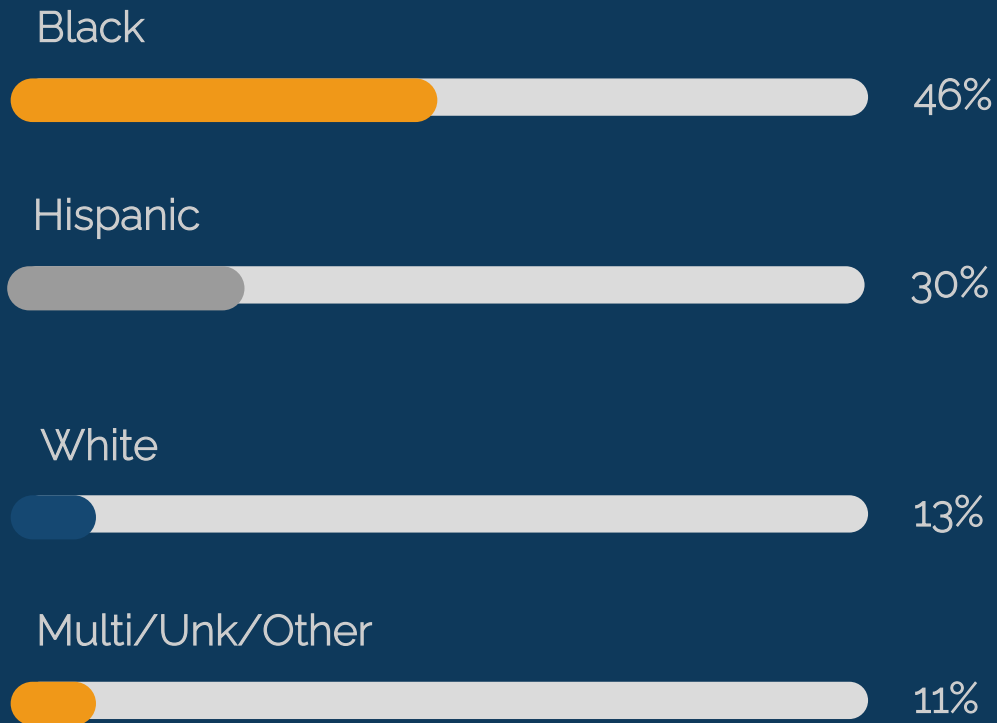
HIV in Houston/Harris County

In 2022, there were **1,277 new HIV diagnoses** in Houston/Harris County. People whose birth sex is **female accounted for 18.2%**.

Among people whose birth sex is female, **1/2 reported Black/African American and nearly 1/3 reported Hispanic** as their race/ethnicity.



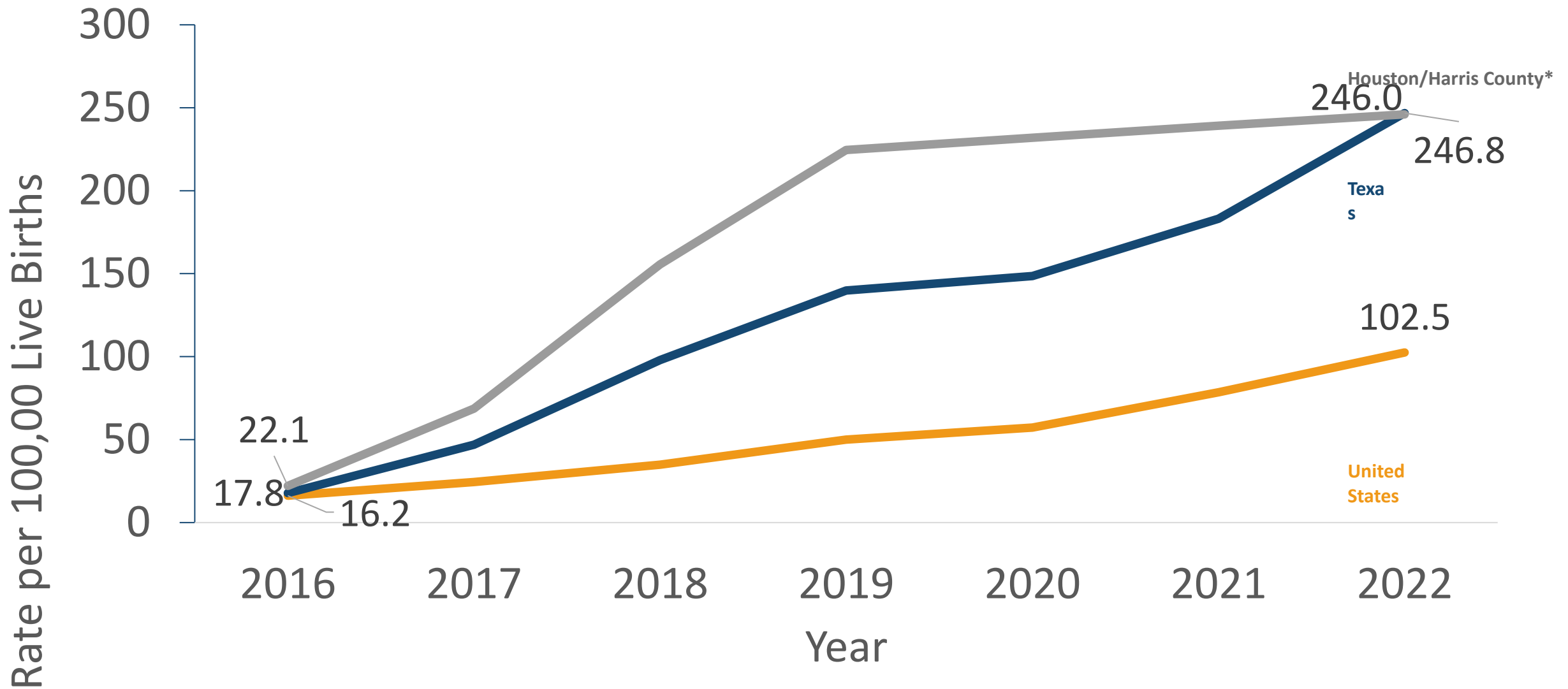
Syphilis in Houston/Harris County



In 2023, there were **6,008 early syphilis diagnoses** in Houston/Harris County. People whose birth sex is **female** accounted for **26.5%**.

Among people whose birth sex is female, **nearly $\frac{1}{2}$ reported Black/African American** and **nearly $\frac{1}{3}$ reported Hispanic** as their race/ethnicity.

Congenital Syphilis in Houston/Harris County



WELL WHAT DO



WE DO NOW?



Women & Girls Day

Partnered with local HBCU to host an HIV/STI prevention educational event. Include panel discussions, break out sessions and demonstrations.

Houston HITS Home

Partnered with local Hip-Hop Radio Station to host Testing event where participants received tickets to a concert for completing screening and education.



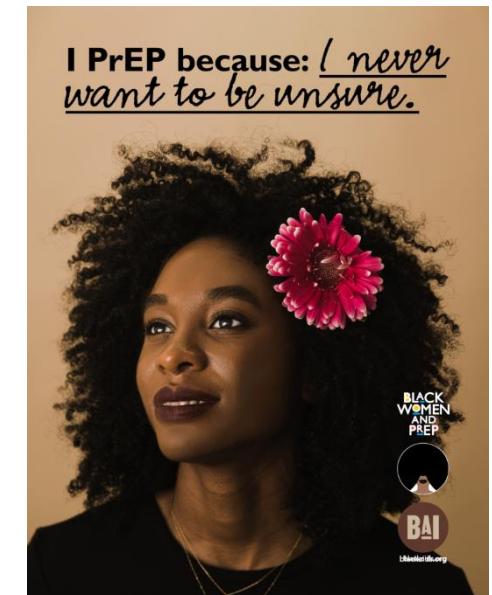
My Prenatal Promise

Launched a media campaign targeting Black and Hispanic women to educate on the importance of syphilis screening during pregnancy.



Black Women & PrEP

Launched a media campaign targeting Black women to increase their engagement in PrEP.



My Prenatal Promise – Media Campaign



In the first year of the campaign:

- **TOTAL IMPRESSIONS: 10,435,309**
 - Digital/Social: 5,935,276
 - Television: 4,500,033
- **TOTAL CLICKS: 123,773**





Houston HITS Home – Testing 4 Tickets

There were 300 people tested for HIV, syphilis and hepatitis C. In addition to HIV and STI prevention education, adult and child vaccinations were also administered.

- 6 new HIV diagnoses
- 1 HCV diagnosis
- 10 syphilis diagnoses
- 91 doses of adult vaccine
- 3 doses of child vaccine





Meet People Where They Are



Representation Matters



Benefit From Areas of Interest



Administrative Office
Houston Health Department
8000 North Stadium Drive
Houston, Texas 77054



Chelsea Frand, MPH
Policy & Evaluation Unit Manager
Bureau of HIV/STI and Viral Hepatitis
Prevention



Chelsea.Frand@houstontx.gov



Tel 832 393 4729



www.houstonhealth.org

Thank You!

I hope you guys enjoyed it!

MAHOGANY BLUE: BLACK WOMEN AND PrEP

ENDING THE HIV EPIDEMIC BLACK WOMEN & PrEP CAMPAIGN 2024

Tyffanie Walton WALTON5@MICHIGAN.GOV



WHY THIS CAMPAIGN?

According to [a recent study](#), Black women continue to be disproportionately impacted by HIV, accounting for nearly 60% of new HIV infections in US women, despite making up less than 15% of the female population.

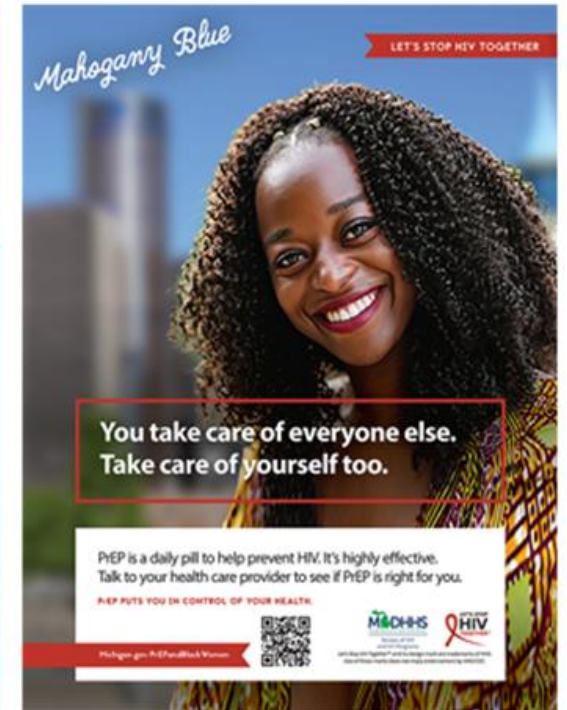
Sullivan PS, Woodyatt C, Koski C, Pembleton E, McGuinness P, Taussig J, Ricca A, Luisi N, Mokotoff E, Benbow N, Castel AD. A data visualization and dissemination resource to support HIV prevention and care at the local level: analysis and uses of the AIDSvu Public Data Resource. Journal of medical Internet research. 2020;22(10):e23173.”

MAHOGANY BLUE: BLACK WOMEN AND PrEP

The "Mahogany Blue" campaign presents an opportunity to promote PrEP utilization among Black women by decreasing stigma, medical mistrust, the lack of awareness about PrEP and insurance challenges. The campaign is dedicated to empowering women by recognizing the unique barriers Black women encounter in accessing HIV prevention tools like PrEP.

The "Mahogany Blue" campaign is an adaptation of the Centers for Disease Control and Prevention's (CDC) "She's Well" campaign and features Black women of various skin tones, shapes and ages appearing in informational materials customized for Wayne County. The inclusion of "Mahogany" in the tagline is a nod to not only the various shades of Black women but also the resiliency of Black women. "Blue" references PrEP medication that has traditionally been recognized as a blue pill. While the original PrEP pill was blue in color, PrEP now comes in many colors and forms. Patients and providers can work together to determine the best form of PrEP for them.

To learn more about PrEP and the "Mahogany Blue" campaign, visit Michigan.gov/PrEPandBlackWomen



If you have any questions, please reach out to Kyra Sanders (SandersK7@michigan.gov) or Tyffanie Walton (WaltonT5@michigan.gov).

INITIAL STEPS

CDC

**PSC &
BROGAN**

**INTERNAL
PARTNERS**

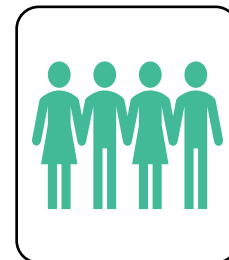
PATHWAYS TO SUCCESS



**FOCUS GROUP
RECRUITMENT**



LOCATION



**RELATIONSHIPS
MATTER**

MAHOGANY BLUE ASSETS



Mahogany Blue

PrEP IS FOR US

Take charge of your sexual health.

LET'S STOP HIV TOGETHER

MICHIGAN DEPARTMENT OF HEALTH & HUMAN SERVICES
LET'S STOP HIV TOGETHER

Mahogany Blue

Prevent HIV your way with PrEP. Maintain your peace of mind.

LET'S STOP HIV TOGETHER

LEARN ABOUT PrEP >

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LET'S STOP HIV TOGETHER

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Mahogany Blue

LET'S STOP HIV TOGETHER

You take care of everyone else. Take care of yourself too.

PrEP is a daily pill to help prevent HIV. It's highly effective. Talk to your health care provider to see if PrEP is right for you.

PrEP PUTS YOU IN CONTROL OF YOUR HEALTH.

MICHIGAN DEPARTMENT OF HEALTH & HUMAN SERVICES
LET'S STOP HIV TOGETHER

MICHIGAN.gov/PrEPandBlackWomen

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Mahogany Blue

LET'S STOP HIV TOGETHER

Talk about PrEP at your next checkup.

LET'S STOP HIV TOGETHER

LEARN ABOUT PrEP >

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LET'S STOP HIV TOGETHER

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Mahogany Blue

LET'S STOP HIV TOGETHER

Taking care of everyone starts with taking care of you.

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PrEP FOCUS GROUP SUMMARY

Understanding Attitudes of Detroit-area Black Women toward PrEP and Its Marketing

- Facilitators
- Diversity
- Stakeholder Engagement
- Multigenerational
- Insightful Exploration
- Data- Driven Decision Making



MAHOGAN Y BLUE DASHBOARD METRICS



Mahogany Blue PrEP Campaign	2024 Campaign Total (to date)	7/15 - 8/18	8/19 - 9/19
Radio			
Impressions	6,920,000	2,306,666	4,613,334
Audio Streaming			
Impressions	319,919	145,982	173,937
Mobile			
Impressions	3,483,529	1,555,561	1,927,968
Clicks	7,485	3,696	3,789
Click-Through Rate	0.22%	0.24%	0.20%
Facebook			
Impressions	719,003	395,096	323,907
Clicks	6,196	2,912	3,284
Click-Through Rate	0.87%	0.74%	1.01%
Engagement	6,463	3,053	3,410
Instagram			
Impressions	74	63	11
Clicks	1	1	0
Click-Through Rate	0.79%	1.59%	0.00%
Engagement	2	2	0
Instagram Reels			
Impressions	354,430	111,815	242,615
Video Views	14,427	4,333	10,094
Engagement	14,908	4,472	10,436
Mahogany Blue Landing Page (Michigan.gov/PrEPandBlackWomen)			
Page Views	14,077	8,088	5,989
PrEP Portal (Source: Mahogany Blue)			
Portal Survey Started	7	6	1
Find a Provider Selected (County Selected)	4 (3)	3 (2)	1 (1)
Learn the Basics Selected	3	3	0
PrEP Navigator Selected (County Selected)	0	0	0

MAHOGANY BLUE COMMUNITY DAY

- Sunday June 30th
- Charles H. Wright Museum of African American History in Detroit
- Over 100 registered, approximately 80 attendees and surveys were distributed
- Leisha McKinley-Beach
- PrEP Panel of Mixed Status
- Sex Positivity Discussion
- Laughter and Joy

Mahogany Blue *Black Women PrEP IS FOR YOU.*

June 30, 2024

11 A.M. - 3 P.M.

Charles H. Wright Museum

We invite you to brunch in your best blues from sundresses to blue jeans during the community launch of *Mahogany Blue*.

Join us for a day that promises to be entertaining, educational, inspiring and empowering. This impactful day will focus on HIV prevention for Black women and the benefits of PrEP, featuring expert speakers, resources and community support.



Keynote Speaker:
Leisha McKinley-Beach
(National Public Health HIV Prevention Expert, Founder and CEO of the Black Public Health Academy)



Emcee: "CO CO"
(Celebrity Comedian, Actor, Community Activist and Media Personality)

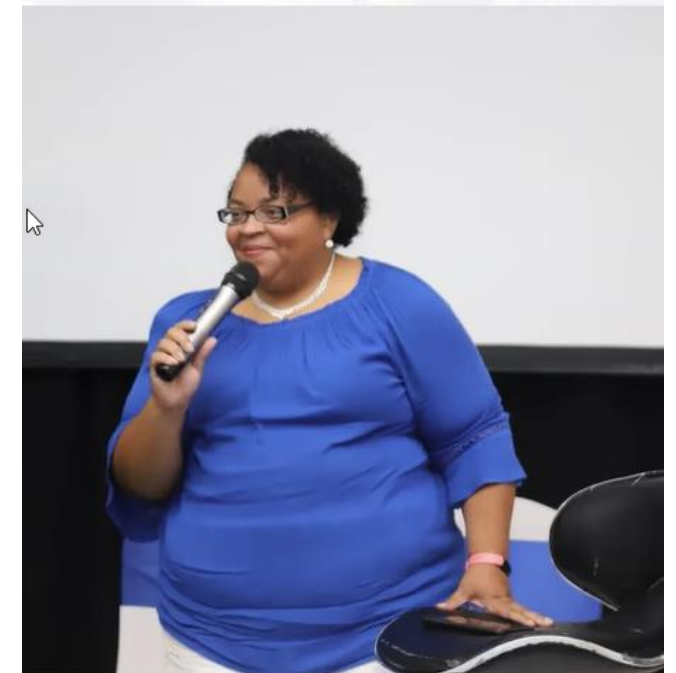


Registration is limited.

To sign-up, scan the QR code or visit:
bit.ly/3VFDHCZ

KEY TAKEAWAYS

- Empowering Black Women
- Driving Change
- Collaboration and Inclusion
- Insights for Action
- Prepare to Pivot



DEFINING SPACES, REDEFINING HEALTH



TALK IT OUT WALK IT OUT

RAISE AWARENESS & BREAK THE CYCLE OF HEALTH DISPARITIES IMPACTING BLACK WOMEN

**Sunday, August 4, 2024
10 am – 3:00 pm**

The Charles H. Wright Museum of African American History

FREE Admission

(Register by July 15th for a walk t-shirt and gift bag)

- “Walk It Out”
- Vendors
- FREE Health screenings
- Music, food and games
- Sound bath meditation
- Panel discussion + Q&A
- “Best Runway Walk”

Opening ceremony emceed by WDIV Local 4 News host Tati Amare.

Cupid shuffle warm up and countdown with Mix 92.3 Sunny Love.

Powered by:

THE BLACK LEGACY ADVANCEMENT COALITION PRESENTS

HEALTH *is* WEALTH

DETROIT

HOSTS // HEALTH IS WEALTH CO-CHAIRS

DEXTER R. SULLIVAN BLAC PRESIDENT AND CEO

TIFFANY A. JOHNSON BLAC CHIEF PROGRAMS OFFICER

DEBBIE ALLEN AWARD-WINNING PRODUCER, ACTOR AND DANCER

HILL HARPER WRITER, ACTOR AND HUMANITARIAN

FEATURED GUESTS

A HOLISTIC WELLNESS EXPO AT THE EASTERN MARKET

FRIDAY, AUG 16 // NOON - 9PM

**EASTERN MARKET // SHEDS 2, 3 AND 4
2440 RUSSELL ST, DETROIT, MI 48207**

EVENT FEATURES: EDUCATIONAL PANELS // KIDS OBSTACLE COURSE & BOUNCE HOUSE // YOUTH EXHIBITS & ACTIVITIES // EXCEPTIONAL FOOD // DYNAMIC PERFORMANCES // HIGH QUALITY VENDORS // FREE HEALTH SCREENINGS // LIVE MUSIC // FREE FITNESS CLASSES // QUALITY GIVEAWAYS

A FREE EVENT - REGISTER NOW AT

HEALTH IS WEALTH HEALTHISWEALTHDETROIT.COM

Mahogany Blue

Taking care of everyone starts with taking care of you.

LEARN ABOUT PrEP ➔

MDHHS
Michigan Department of Health & Human Services


Bureau of HIV and STI Programs

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TOTAL # SURVEYS: 286

- MAHOGANY BLUE DAY
- DWIHN
- HEALTH IS WEALTH
- TIOUWIO (TALK IT OUT WALK IT OUT)

A photograph of a sunset over a forest. The sky is a mix of orange, yellow, and light blue, with some clouds. The trees in the foreground are dark silhouettes against the bright sky.

**If you want to go fast, go
alone; if you want to go far go
together”, African Proverb.**

Thank you and please reach out with any questions!

Tyffanie Walton (she/her)
EHE Health Educator
WaltonT5@michigan.gov

Kyra Sanders (she/her)
Community Planner
SandersK7@michigan.gov



Q&A/Discussion



Wrap Up

- Krupa Mehta, Senior Manager, Prevention kmehta@nastad.org
- Request technical assistance from NASTAD at nastad.org
- Session evaluation

