

Philadelphia's Citywide Interfaith HIV Prevention Campaign: Results and Lessons Learned

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HIV in Philadelphia

- **43% of population in Philadelphia is African American**
- **1,123 new HIV cases diagnosed in 2006**
- **780 (69%) of positive cases were African American**
- **Incidence rates of 114 per 100,000 people = 5 times the national average**

Descriptive Statistics of Patient Population in Philadelphia's Public Clinics

| Patient Characteristics | Greater Philadelphia | Health Center 5 STI Clinic |
|---|----------------------|----------------------------|
| Demographic Information | | |
| Number of tested patients | 5,867 | 1,697 |
| Female | 47% | 44% |
| Male | 53% | 56% |
| African-American | 88% | 96% |
| Mean age | 34 | 34 |
| HIV and STI Risk Information | | |
| Ever had same sex partner | 7% | 10% |
| Ever had an STI | 18% | 56% |
| Ever used cocaine | 17% | 25% |
| Currently sexually active | 84% | 89% |
| Have ever exchanged sex for drugs or money | 7% | 13% |
| More than 5 sexual partners in last year | 16% | 24% |
| Never use condoms | 36% | 42% |
| Tested positive for HIV at visit | 1.1% (n=62) | 1.45 (n=25) |
| Tested HIV-positive and self-reported zero or low HIV risk at time of HIV test* | 50% | 67% |

*of individuals testing positive

Why Churches?

- **Community Reach and Impact**
 - More likely to practice some religion
 - 85% of African Americans are Christian
- **Philadelphia's rich religious history**
- **Churches poised to address social and structural factors**
- **Geography in Philadelphia: Reach of FBIs in medically underserved communities**

First Steps

- **Community Partners for CBPR**
 - Pastors
 - Mayor's office of Faith Based Initiatives
- **Focus Groups with Pastors: June 2010**
 - Pastors understand HIV 101
 - Less knowledgeable about local epidemic
 - Most don't have AIDS ministries
 - Are willing to address HIV/AIDS
- **Call to Action**

Mobilizing the Faith Community

- **Interfaith Health Action Alliance**
 - Pastors
 - Mayors Office
 - Brown University
- **Goals**
 - Full month of HIV/AIDS prevention and awareness activities
 - Raise awareness in churches
 - Raise community awareness in high-prevalence zip codes
 - Expand testing in medically underserved communities
 - Heighten engagement of churches and mosques

Mobilizing the Faith Community

- **Church Activities**

- Fight stigma with preaching
- Educational activities, church bulletins
- Encourage and offer HIV testing

- **Media Engagement**

- Clear Channel and billboards
- Radio Stations: Interviews and PSAs
- Print media outreach: Inquirer, Tribune, Philly Gay News
- Kaiser Family Foundation *Greater than AIDS Campaign*

- **Cultivate Leadership**

- Educational seminars for church leaders and clergy
- Speaking opportunities and media interviews

Church and Mosque Bulletins

A CALL TO ACTION!

FIGHTING HIV/AIDS IN PHILADELPHIA

FACTS ABOUT HIV/AIDS

HIV is the human immunodeficiency virus that can lead to acquired immune deficiency syndrome, or AIDS.

HIV attacks the immune system and causes AIDS. AIDS is used to describe late stages in HIV infection, when a person's immune system is severely compromised. AIDS can cause cancers and other diseases.

HIV can be transmitted through sexual contact, from a mother to a child during childbirth and breastfeeding, and through blood contact. HIV/AIDS is now a manageable chronic illness; people infected with HIV/AIDS who take medications can have normal life expectancy.

An estimated 1 million people live with HIV in the United States.

FACTS ABOUT THE HIV/AIDS EPIDEMIC IN PHILADELPHIA

In 2009, 19,237 people are living with HIV/AIDS in Philadelphia, 5,000 of whom are unaware of their infection.

Philadelphia has HIV incidence rates 5 times higher than the national average, and higher than New York City.

Nearly 70% of new infections are among African Americans.

Philadelphia has a heterosexual HIV/AIDS epidemic; 55% of new infections are among heterosexual individuals (both male and female).

New infection rates among children and young adults age 13-24 represent 15% of new HIV infections.

Women of all ages are increasingly infected and affected, including very young women and women over the age of 50.

A CALL TO ACTION!

WHAT YOU CAN DO TO FIGHT HIV/AIDS

BE AWARE

Know the facts. Understand how HIV is transmitted.

Know Your Status; 20% of HIV infections are transmitted by people who don't know their status, often because they don't think they are at risk.

HIV/AIDS is not a gay disease! Philadelphia has a heterosexual AIDS epidemic.

TAKE ACTION

Get Tested for HIV, every six months if possible. Call 1-800-985-AIDS (2437) to find a testing site near you in Philadelphia.

Encourage those you love to get tested.

Protect yourself. You can protect yourself in many ways: abstinence, reducing your number of sexual partners, and practicing safe sex.

FIGHT STIGMA

Silence around HIV/AIDS in our communities contributes to high infection rates. Fight stereotypes! Many of us know someone who has been affected or infected with HIV.

Embrace those affected and infected by showing love, compassion and support.

We Have Been Tested for HIV. Have You?



**Imam
Abdul-Malik Ali**

**Bishop
Richard F.
Norris**

**Rev. Dr.
Marguerite E.
Handy**

**Rev. Dr.
Alyn E. Waller**

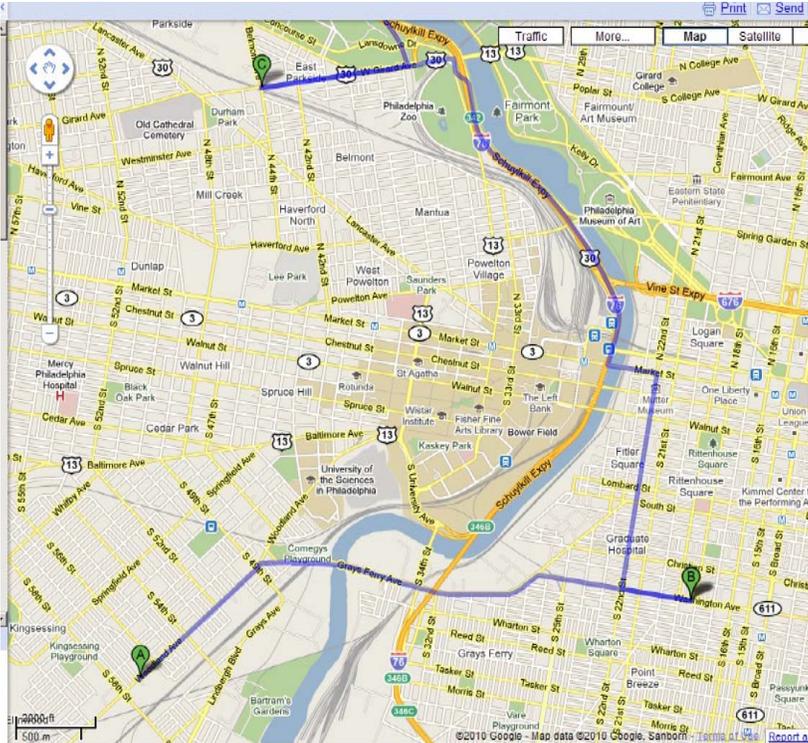
**Rev. Jay B.
Broadnax**

**Get Tested
for HIV**

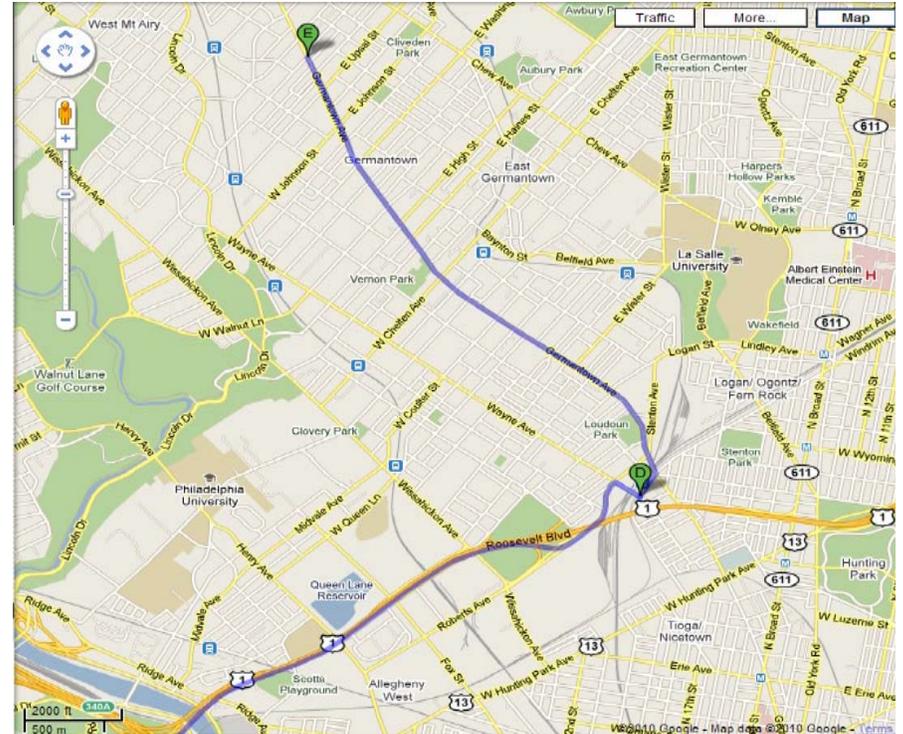
To Find A Testing Center Near You Call:

1-800-985-AIDS

HIV Testing Billboard Venues



Woodland Ave and 57th (W Philly)
Washington and Cleveland (S Philly)
West Girard and Belmont (near Mt Airy)



Wayne and Windram (N Philly)
Germantown and Horter (Germantown)

GTA HIV Testing Billboards



I-95 & Walt Whitman Bridge (I-76),
Philadelphia, PA 19148

Print Media Coverage

Philadelphia clergy increase AIDS awareness | Philadelphia Inquirer | 11/15/10
http://www.philly.com/philly/news/local/20101115_Philadelphia_clergy_increase_AIDS_awareness.html

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Posted on Mon, Nov. 15, 2010

Philadelphia clergy increase AIDS awareness

By Kia Gregory
Inquirer Staff Writer

From the pulpit of St. Paul's Baptist Church in Spring Garden, the Rev. Leslie Callahan preached a message of urgency that many churches have shied away from.

"The reason why the issue of AIDS is a matter of emphasis, the reason why the issue of HIV is a matter of emphasis in the city of Philadelphia today, is because there is a crisis," Callahan, dressed in a white robe, told the congregation in a slow, stirring cadence. "It is a crisis of knowledge."

"Unbelievable," she continued, "that after 30 years of AIDS being in the public eye there are still folks who lack knowledge about how AIDS is transmitted."

Callahan's sermon was part of a citywide effort by more than 100 houses of worship to raise awareness about AIDS in Philadelphia, where



Print Media Coverage

Religious differences in HIV/AIDS discussion - Windows Internet Explorer p

http://www.phillytrib.com/tribune/healthheadlines/16248-religious-differences-in-hivaids-disc

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Religious differences in HIV/AIDS discussion

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TUESDAY, 07 DECEMBER 2010 00:10 | WRITTEN BY AYANA JONES TRIBUNE STAFF WRITER



Pastor Alyn Waller of Enon Baptist Tabernacle is no stranger to the concept of addressing HIV in the church setting.

Since 2006, the church has been offering HIV testing and a support group for individuals infected and affected by HIV. In March of 2006, Enon hosted a HIV testing event where 1,000 people were tested in one day. At Enon, it's common to hear about the issue of HIV.

"We speak about HIV and AIDS consistently because we are not afraid of the sex talk," Waller said. "It's not unheard of to hear me teaching or preaching about sexuality in general."

Enon Tabernacle was one of 100 churches and mosques that participated in a city-wide campaign that kicked off in November to help combat the rising rates of HIV within the Black community by encouraging people to get tested. During the campaign some churches preached on the issue while others disseminated information about the disease.

Rafiq Friend, a member of the Ahmadiyya Muslim Community, acknowledged that there are challenges in getting area Muslim leaders to address the issue of HIV and AIDS. — ABDUL R. SULAYMAN/TRIBUNE CHIEF PHOTOGRAPHER

www.phillytrib.com/tribune/components/com_ak3_photoslide/thumbs_big/616551Cathedral_6.jpg

Print Media Coverage

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http://www.phillytrib.com/tribune/newsheadlines/15698-churches-campaign-to-fight-hiv-aids.l

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Churches campaign to fight HIV/AIDS

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Churches campaign to fight HIV/AIDS

User Rating: 0/0
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TUESDAY, 09 NOVEMBER 2010 00:19 WRITTEN BY AYANA JONES TRIBUNE STAFF WRITER

Initiative to combat Philly's high infection rate

More than 100 pastors and imams across Philadelphia are participating in a major citywide campaign to combat HIV/AIDS in the Black community.

Through the campaign, which runs through Nov. 14, participating churches will preach about HIV/AIDS in their sermons over the weekend. More than 20 churches will host HIV testing in collaboration with the AIDS Activities Coordinating Office.

The initiative comes at a time when HIV infection rates are seven times higher among African Americans than whites in the U.S., and Philadelphia's infection rates are five times the national average.

The campaign was coordinated by the Interfaith Health Action Alliance of Philadelphia, which is a coalition of faith-based organizations that seek to reduce health disparities in Philadelphia, particularly HIV/AIDS disparities.

The coalition evolved after Amy Nunn, research professor of medicine at Brown University approached Rev. Marguerite E. Handy, executive director of the Mayor's Office of Faith Based Initiatives with a proposal to engage churches and mosques.

"So many of the churches here have decades or century-long missions to social justice and this is a social justice issue," said Nunn.

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Bailouts have worked

For many President George W. Bush could claim that half of Americans believe that ideas Obama created the bank bailout. "Fifty percent of the people were wrong," says it happened on our watch," Bush said.

But both from the mid-term election showed that a significant number of Americans and Obama said Democrats created the bailouts. That sentiment is the timing of the government's actions — both in the United States and Wall Street in September.

Obama's "major achievement" was that he got the right people on the job to bail out the auto industry. He got the right people on the job to bail out the auto industry. He got the right people on the job to bail out the auto industry.

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Standing in the need

A one of the most respected voices in the African American community is calling for more attention to be paid to the needs of the African American community. He is calling for more attention to be paid to the needs of the African American community.

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LETTERS TO THE EDITOR

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Proud to stand on founding principles

As the President's 100th birthday approaches, I am proud to stand on the founding principles of our nation. I am proud to stand on the founding principles of our nation.

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Target tax cuts to small businesses

As a CEO of a small business, I would like to see more tax cuts targeted to small businesses. As a CEO of a small business, I would like to see more tax cuts targeted to small businesses.

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Put tax increase toward debt, interest

The nonpartisan Congressional Budget Office has estimated that the 10-year cost of keeping the Bush tax cuts in place is \$200 billion. The nonpartisan Congressional Budget Office has estimated that the 10-year cost of keeping the Bush tax cuts in place is \$200 billion.

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Citizen of the Year

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Last year's Citizen of the Year was... Last year's Citizen of the Year was... Last year's Citizen of the Year was...

Excess of candy certainly not deadly

Five hundred to two thousand dollars is not a lot of money for a birthday party for a child. Five hundred to two thousand dollars is not a lot of money for a birthday party for a child.

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The truth about Social Security

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A protest against the governor's education cuts staged by Temple University students.

On college funding, Corbett is half-right

His cuts should be offset by financial-aid increases.

Governor Ed Rendell's proposal to cut higher education funding is a double-edged sword. On the one hand, it would reduce the state's financial burden. On the other hand, it would hurt students who rely on state funding for their education.

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Removing barriers to HIV testing

By Amy Numa, Ajay Walker... Removing barriers to HIV testing is a critical step in reducing the number of new HIV infections. Removing barriers to HIV testing is a critical step in reducing the number of new HIV infections.

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Commentary

Obama 'leads' from behind

The president's supposed foreign-policy doctrine is an oxymoronic prescription for American decline.

Oh, how I wish I could see the president's supposed foreign-policy doctrine in action. Oh, how I wish I could see the president's supposed foreign-policy doctrine in action.

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SUNDAY, NOVEMBER 14, 2010

Black church finally addressing HIV/AIDS



As one of the most respected and powerful voices in the African American community, the black church cannot continue to be missing in action in fighting the disproportionate impact of AIDS and HIV among blacks.

That's why it's heartening to learn that black clergy members in and around Philadelphia are breaking their silence and joining a bold national movement to address a disease that is devastating black families, especially in Philadelphia.

This refreshing and long-overdue culture shift is desperately needed. African Americans account for more than two-thirds of persons living with HIV or AIDS. (Hispanics make up 12 percent, and whites 20 percent.) About 2 percent of Philadelphia's black population is infected.

The local campaign has been spearheaded by Amy Nunn, a social-science researcher at Brown University School of Medicine, who has been in Philadelphia for

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Local Black clergy help AIDS efforts

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Poor      Best

MONDAY, 29 NOVEMBER 2010 23:39 | WRITTEN BY TRIBUNE EDITORIAL |   

As World AIDS Day approaches this Wednesday, it is encouraging to see religious leaders increasingly more involved in the fight against the devastating disease.

Pope Benedict XVI recently told an interviewer that there are some situations when using a condom could be morally justified in the fight against AIDS.

While the pope still does not endorse the use of condoms except in very specific cases in which their use would save lives, this is a significant step forward from his previous stance on the issue.

The Pope's recent statements on the use of condoms could save lives across the world, especially in Africa, a continent where Catholicism is growing in influence and where HIV infections has had a disproportionate affect.

The World Health Organization and the United Nations General Assembly first declared World AIDS Day in 1988 as a way to focus global attention on the devastating impact of HIV/AIDS on the world.

This year's day of observance comes at a time when an estimated 1.1 million people are believed to be living with HIV/AIDS in the U.S.

In Philadelphia, new HIV infections are at five times the national average.

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Philadelphia Clergy's HIV Prevention Campaign

Thursday, November 18th, 2010



Hour 1

Philadelphia's black clergy are urging their congregants to get tested for HIV. Over 100 churches and mosques are participating in an HIV prevention campaign. Some are even offering HIV testing on site. Philadelphia has one of the highest rates of HIV in the country. African Americans make up 64% of all new infections in the city. This hour, Marty talks with some of the campaign organizers: **PASTOR ALYN WALLER** of Enon Tabernacle Baptist Church, **RAFIYQ FRIEND** with Ahmadiyya Muslim Community, and **AMY NUNN**, an Assistant Professor of Medicine at Brown University Medical School.

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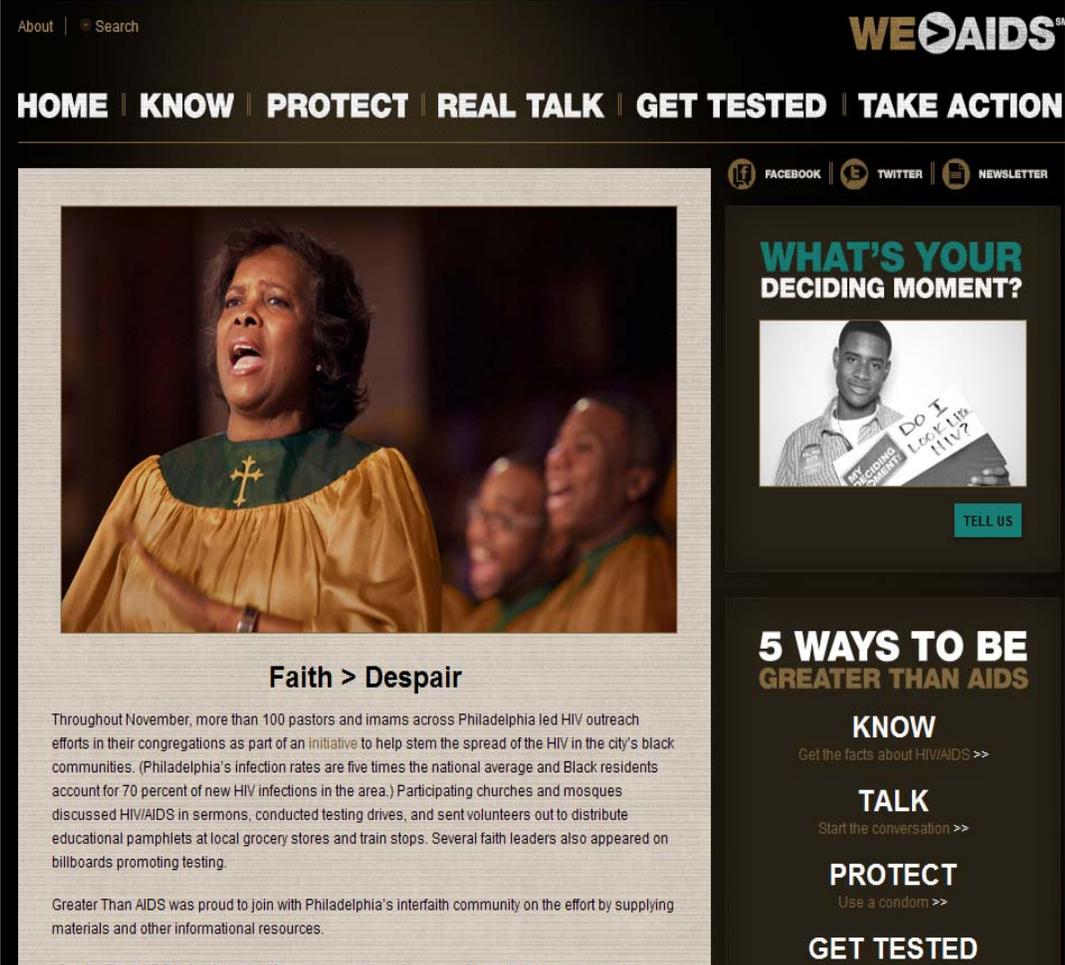
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Program Impact

- 50+ FBIs participated
- 15 FBIs conducted HIV testing
- Dozens more FBIs distributed educational materials
- Media impact
 - PSAs
 - Billboards
 - Newspapers
 - KFF distribution
 - Facebook, web, educational materials
- Proof of Concept for national model



The screenshot shows the WE DAIDS website interface. At the top right is the WE DAIDS logo. Below it is a navigation bar with links: HOME | KNOW | PROTECT | REAL TALK | GET TESTED | TAKE ACTION. To the right of the navigation bar are social media icons for Facebook, Twitter, and a Newsletter sign-up button. The main content area features a large image of a woman in a church setting, with the headline "Faith > Despair". Below the image is a paragraph of text: "Throughout November, more than 100 pastors and imams across Philadelphia led HIV outreach efforts in their congregations as part of an initiative to help stem the spread of the HIV in the city's black communities. (Philadelphia's infection rates are five times the national average and Black residents account for 70 percent of new HIV infections in the area.) Participating churches and mosques discussed HIV/AIDS in sermons, conducted testing drives, and sent volunteers out to distribute educational pamphlets at local grocery stores and train stops. Several faith leaders also appeared on billboards promoting testing." Below this is another paragraph: "Greater Than AIDS was proud to join with Philadelphia's interfaith community on the effort by supplying materials and other informational resources." To the right of the main content is a sidebar with a section titled "WHAT'S YOUR DECIDING MOMENT?" featuring a small image of a man holding a sign that says "Do I Look Like I'm HIV?". Below this is a "TELL US" button. At the bottom of the sidebar is a section titled "5 WAYS TO BE GREATER THAN AIDS" with sub-sections: "KNOW" (Get the facts about HIV/AIDS >>), "TALK" (Start the conversation >>), "PROTECT" (Use a condom >>), and "GET TESTED".

Lessons Learned

- **We must change our approach to HIV prevention**
- **Researchers must engage the community**
- **Leadership**
- **Big problems require thinking big**
- **Power of partnerships**
- **Media engagement**
- **Assessing impact is difficult**
- **Humility and health disparities**

What's next? Policy Recommendations and Next Steps

- **Community:** CBPR and ongoing mobilization
- **Research:** document impact in medically underserved areas; analyze data on testing
- **Programs:** build on existing infrastructure: recruit new churches and mosques



Acknowledgments

We Have Been Tested for HIV. Have You?

Get Tested for HIV

To Find A Testing Center Near You Call:
1-800-985-AIDS

Imam Abdul-Malik Ali
Bishop Richard F. Norris
Rev. Dr. Marguerite E. Handy
Rev. Dr. Alyn E. Waller
Rev. Jay B. Broadnax

- Brown/Tufts/Lifespan CFAR
- Rev Dr Malcolm Byrd
- Rev Dr. Marguerite Handy
- Rev Dr. Alyn Waller
- Countless Pastors and Imams
- KFF
- Clear Channel
- AACO

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