ConnectHIV: Pfizer Investments in Health

A Collaborative Effort against HIV/AIDS

RATIONALE: Pfizer Foundation's 2007-2010 ConnectHIV

ConnectHIV, a grant-making and capacity-building initiative, supports community-based models that address coordination across prevention and care, or those that forge collaborative networks among community-based prevention providers and other prevention and care and treatment services. The Pfizer Foundation made a $7.5 million commitment over three years.

When the ConnectHIV was launched, the best estimate of new HIV infections in the US was 40,000 annually. Now that the best estimate is approximately 55,000, the Initiative is even more timely. The Initiative, seeking to complement existing HIV prevention efforts, focuses its support on effective prevention programs that are founded in an understanding of the range of complex physical, mental, cultural and structural issues facing people at-risk for HIV infection and those already infected with HIV. ConnectHIV also acknowledges that HIV/AIDS prevention needs to work in unison with prevention of other risky behaviors for both high-risk HIV-negative and HIV-positive persons, and to confront challenges such as stigma, substance abuse and mental health issues.

The goals of ConnectHIV are three-fold:

> For high-risk HIV-negatives: To prevent new infections
> For high-risk HIV-positives: To prevent new infections and delay disease progression
> For ASOs/CBOs: To build capacity to provide quality primary and secondary prevention services

ConnectHIV Focus And Funding Categories

The Pfizer Foundation is committed to funding innovative and comprehensive programs along the continuum of prevention and care services for high-risk HIV-negative and/or at-risk HIV-positive persons and their sex and/or needle-sharing partners.

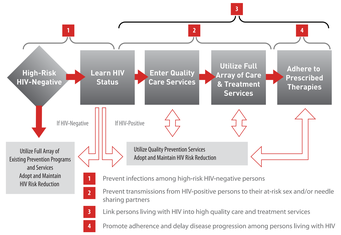
Pfizer Foundation recognizes these core principles:
The Pfizer Foundation is committed to funding innovative and comprehensive programs along the continuum of prevention and care services for high-risk HIV-negative and/or at-risk HIV-positive persons and their sex and/or needle-sharing partners.

Pfizer Foundation recognizes these core principles:

> Responsibility for preventing transmission rests with both HIV-positive and HIV-negative persons.
> A continuum of care integrates prevention skills and messages into care or treatment for HIV, substance use, mental health or other diseases and conditions.
> There are complex physical, mental, cultural and structural issues for at-risk HIV-negative and HIV-positive people.

Incorporating the core principles, the ConnectHIV grants were awarded in four categories corresponding to an HIV continuum of prevention and care:

HIV Prevention and Care Continuum



Adapted from American Journal of Public Health, July 2001

Funding priority was given to innovative, research-based programs addressing one or both of the following populations and strategies:

> HIV-positive people and their sex and/or needle-sharing partners
- Strategies that include integrated educational programs that focus on preventing transmission, gaining access to care and providing health management/treatment education to delay disease progression.

> High-risk HIV-negative people
- Strategies that include integrated prevention programs that maximize public health impact by addressing HIV, sexually transmitted diseases (STDs), viral hepatitis and mental health and substance use issues.

ConnectHIV Support

The Pfizer Foundation's initiative supports programs that integrate prevention and care services with technical assistance, networking and grants.

> **Technical assistance** in program areas including the development of evaluation tools and program **Capacity building**, including trainings for staff to support the network and build a continuum of prevention and care
> **Networking** with Connect HIV partners through trainings and conferences to create collaboration, synergies and support. Partners include both grantees and finalists from Southern HIV/AIDS Prevention Initiative ('03 – '06) and ConnectHIV ('07 – '10)
> **Grants**
- The Foundation awarded $2 million in grants the first year to 20 ConnectHIV grantees, mid-size AIDS Service Organizations (organizations with budgets ranging from $500,000 to $5 million) that provide innovative, comprehensive HIV/AIDS services. Funding is up to $100,000 per year for three years.
- The 20 community-based programs are located in the 10 states with the highest number of reported AIDS cases: New York, Florida, California, Texas, New Jersey, Illinois, Georgia, Pennsylvania, Maryland and North Carolina.
- An additional 31 finalists were selected to be part of the 2007-2010 ConnectHIV Network. Finalists participate in Conferences and other capacity building activities.

Evaluation

All 20 ConnectHIV grantees are participating in a national cross-site impact evaluation that is being directed by the Academy for Educational Development and Johns Hopkins Bloomberg School of Public Health. In a collaborative process, grantees have identified common measures across ConnectHIV's four funding categories, which each grantee will assess with their diverse target populations. The ConnectHIV evaluation seeks to identify the initiative's impact on relevant behaviors (i.e., HIV testing, access to HIV care and other needed services, safe sex negotiation, disclosure of HIV status, condom use, safe drug use, adherence to medication and regular visits to healthcare providers, health status and quality of life) as well as the cost-effectiveness of the funded program interventions. The evaluation also seeks to identify best practices and evidence-based models for a comprehensive continuum of prevention, treatment and care services targeting both HIV-positive and high-risk HIV-negative individuals.

ConnectHIV Grantees

FOCUS AREA 1: PREVENTION FOR HIGH-RISK NEGATIVES

Grantee	Project Description
Black Coalition on AIDS	HIV prevention outreach for African-American men through expanded Community PROMISE intervention, which recruits and trains individuals to be community advocates and to distribute role model stories and risk reduction supplies to their communities.
STOP AIDS	Intervention to address serosorting, a growing behavioral trend among MSM in San Francisco. The intervention includes street outreach, training of popular opinion leaders, prevention workshops and a social marketing campaign.
AIDS Interfaith Residential Services	AIDS Interfaith Residential Services seeks to prevent HIV infection among high-risk homeless youth by adapting the Popular Opinion Leader model.
Latino Commission on AIDS	Latinas Por La Salud focuses on high-risk HIV negative Latinas, using community mapping to reach potential participants, including Spanish-speaking congregations and community-based drug treatment programs.
BEBASHI	BEBASHI will provide intensive prevention case management to high-risk African American women at drug treatment centers and homeless shelters.
St. Hope Foundation	St. Hope will implement the video-based VOICES/VOCES program to high-risk African-American and Latino adult men and women, providing prevention education during clinical visits. St. Hope will implement the video-based VOICES/VOCES program to high-risk African-American and Latino adult men and women, providing prevention education during clinical visits.

FOCUS AREA 2: PREVENTION FOR HIGH-RISK POSITIVES

Grantee	Project Description
Northeast Florida AIDS Network (NFAN)	Expanded case management program for MSMs and their high-risk negative partners, implementing the CDC model of Comprehensive and Risk Counseling Services; and providing prevention case management to HIV+ clients.
New York Harm Reduction Educators	Adapting Healthy Relationships, to create a new HIV prevention program, Project Protect Our Partners, for HIV+ African-American and Latino/a drug users and their partners.
Prevention Point Philadelphia	The Secondary Exchangers Harm Reduction Intervention Outreach Services (SEHRIOS) Project focuses on HIV+ drug users who are unaware of their status by using community liaisons that provide harm reduction, referrals and supplies to their networks.

ConnectHIV
Pfizer Investments in Health

FOCUS AREA 3: LINKING HIGH-RISK POSITIVES INTO CARE AND TREATMENT

Grantee	Project Description
California Prevention and Education Project (CAL-PEP)	Adding a mental health therapist and two peer treatment advocates to its Comprehensive and Risk Counseling Services Program to provide intensive one-on-one HIV prevention counseling, and better assessing the need for medical, psychological and social services.
Foothill AIDS Project	The Newly Empowered Women (NEW) Program targets HIV+ women from communities of color, serving them with Positive Self-Management interventions and linkages and referrals to necessary medical and supportive services.
Positive Impact	The Positive Action program seeks to reduce the stigma associated with mental health by providing referrals and mental health case management in addition to HIV treatment education to African-American and Latino communities with untreated mental health and substance abuse issues.
AIDS Care Service (ACS)	"Positive Choices" Project provides Comprehensive and Risk Counseling Services to HIV+ clients enrolled in care programs, including screenings for co-factors, multiple counseling sessions on HIV risk/behavior change, referrals, and ongoing monitoring/reassessment of individualized prevention plans.
Piedmont Health Care Consortium	Bridges to Good Health and Treatment (BRIGHT) is an intensive case management program for recently incarcerated HIV+ persons that intends to "bridge" the period between incarceration and freedom.
Hyacinth AIDS Foundation	Developing a social marketing campaign to promote its hotline services for newly diagnosed HIV+ clients, which will provide an anonymous and stigma-free means to access HIV/AIDS information and referrals.
Philadelphia FIGHT	Collaboration with Action AIDS to strengthen case management services for incarcerated HIV+ individuals as well as to increase the referral to and utilization of care and treatment.

FOCUS AREA 4: TREATMENT ADHERENCE AND DELAY DISEASE PROGRESSION

Grantee	Project Description
Shanti Project	The L.I.F.E. Program® (Learning Immune Function Enhancement) will enhance the health of HIV+ individuals by increasing their adherence to treatment regimes and increasing healthy living habits, through a series of workshops that identify the psycho-social factors in participants' lives which can affect their health and ability to pursue treatment programs.
Chicago House and Social Service Agency	The Medical Adherence Program targets persons living with HIV/AIDS who have a history of unstable housing and lack the knowledge and skills to adhere to their treatment regimen. The peer-led program meets regularly to discuss each client's Individual Medication Adherence Plan and personalized medication education.
Test Positive Aware Network	TEAM (Treatment, Education, Advocacy, and Management) is a peer-led education and training program focusing on HIV management and secondary infection prevention. The program incorporates group education and individual case-management.
The Family Center	Project SWEL (Stay Well to Enjoy Life) will assist high-risk HIV+ clients to manage their health status, including HIV and co-occurring health issues, to promote adherence with treatment regimens and to manage side effects. Project SWEL combines individual counseling, group educational sessions, and peer mentors.

A COLLABORATIVE EFFORT AGAINST HIV/AIDS

Pfizer The Pfizer Foundation