

# connect hiv

A COLLABORATIVE EFFORT AGAINST HIV/AIDS  
THE PFIZER FOUNDATION



**ConnectHIV** is the  
Pfizer Foundation's  
newest initiative to stop  
the spread of HIV/AIDS.

ConnectHIV, launched in April 2007, aims to prevent new HIV/AIDS infections and delay disease progression for those already infected, by working with knowledgeable partners and supporting dedicated AIDS service organizations (ASOs) in the U.S.

Through ConnectHIV, the Pfizer Foundation is providing \$7.5 million in grants, technical assistance and networking resources, over three years, to 20 mid-sized ASOs in states with the highest number of new AIDS cases nationwide.

## HIV/AIDS remains an urgent domestic health crisis.

Rates of new HIV infections in the U.S. have remained steady for the past 15 years – with approximately 40,000 Americans becoming HIV positive each year. (Centers for Disease Control and Prevention)

More than one million people in the U.S. are currently living with HIV and approximately 25 percent of those infected with HIV are unaware of their status. Infections from this group are believed to account for more than half of the new HIV infections each year. (Centers for Disease Control and Prevention)

It is also estimated that approximately 49 percent of the people with HIV/AIDS in the U.S. do not receive regular care for the disease. (Institute of Medicine)

Within the U.S., ten states account for a majority of new AIDS cases, as reported in 2004. The states with the highest number of new AIDS cases are: New York, Florida, California, Texas, New Jersey, Illinois, Georgia, Pennsylvania, Maryland and North Carolina. (Centers for Disease Control and Prevention)

## ConnectHIV supports collaborative networks

and a comprehensive approach to HIV prevention, access to care and treatment. The Pfizer Foundation recognizes that prevention of new HIV infections, access to care, and HIV/AIDS treatment adherence efforts are most effective when they are implemented as a continuum. A continuum of care integrates prevention skills and messages into care or treatment for HIV, substance use, mental health or other diseases and conditions.

ConnectHIV also works to further develop a collaborative and interactive network of partners that share replicable program models and best practices to stop the spread of the disease.

**Pfizer is working with knowledgeable partners to achieve success.**

To ensure the initiative is successful, the Pfizer Foundation is partnering with the Academy for Educational Development (AED) and Johns Hopkins Bloomberg School of Public Health to measure the impact of ConnectHIV, and assess the strengths and successes of the grantees, as well as facilitate sharing best practices in stopping the spread of HIV/AIDS.

Evaluation criteria range from baseline changes in patient health measures and risk-behavior information to compliance to medication and regular visits to healthcare providers. Components include: HIV testing, safe sex negotiation with partner, disclosure of HIV status, condom use/risk reduction behavior, referrals to healthcare services and treatment adherence.

The evaluation component will also measure cost-effectiveness of each program intervention to understand how to maximize the health benefits of individual investments in HIV/AIDS prevention and care.

# ConnectHIV grantees serve multicultural communities and communities disproportionately affected by HIV/AIDS.

Including: African Americans, Latinos, women, low-income communities, individuals engaging in high-risk behavior, persons who are homeless or in unstable housing, persons with persistent mental illness and the incarcerated.

Although ConnectHIV grantee organizations are awarded funds for their comprehensive approaches to addressing HIV/AIDS, each organization also has a core competency in addressing one of four key areas identified by Pfizer and its partners:

- **prevention for high-risk negatives**
- **prevention for high-risk positives**
- **linking high-risk positives into care and treatment**
- **treatment adherence and delaying the disease progression.**

## grantees focused on **Prevention for High-Risk Negatives**

### **BLACK COALITION ON AIDS, SAN FRANCISCO, CA**

The Black Coalition on AIDS' **Brothas Alive!** program will increase its HIV prevention outreach for African-American men and expand its Community PROMISE program, which recruits and trains individuals to be community advocates and to distribute role model stories and risk reduction supplies to their communities.

### **STOP AIDS PROJECT, SAN FRANCISCO, CA**

Stop AIDS Project will expand **Smarter Sorting**, a program seeking to educate the community on the advantages and disadvantages of serosorting as a strategy for HIV-risk reduction. The intervention will address the information gaps of this strategy through education and outreach, training of popular opinion leaders, prevention workshops and a social marketing campaign.

### **AIDS INTERFAITH RESIDENTIAL SERVICES, BALTIMORE, MD**

AIDS Interfaith Residential Services seeks to prevent HIV infection among high-risk homeless youth by using the Popular Opinion Leader model. The program will focus on young people in the foster care and juvenile justice systems or who are homeless.

### **LATINA COMMISSION ON AIDS, NEW YORK, NY**

Latinas Por La Salud focuses on high-risk HIV negative Latinas and will use community mapping to reach potential participants, including Spanish-speaking faith congregations and community-based drug treatment programs.

### **BEBASHI, PHILADELPHIA, PA**

BEBASHI will provide intensive prevention case management to high-risk African-American women at drug treatment centers and homeless shelters.

### **ST. HOPE FOUNDATION, HOUSTON, TX**

St. Hope will implement the video-based CDC VOICES/VOCES program for high-risk African-American and Latino adult men and women, providing prevention education during clinical visits.

## grantees focused on Prevention for High-Risk Positives

### **NORTHEAST FLORIDA AIDS NETWORK (NFAN), JACKSONVILLE, FL**

NFAN will expand its current case management program for Men who have Sex with Men and their high-risk negative partners by implementing the CDC model of Comprehensive and Risk Counseling Services and providing prevention case management to HIV+ clients.

### **NEW YORK HARM REDUCTION EDUCATORS, NEW YORK, NY**

NY Harm Reduction Educators will adapt the CDC program, 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, PHILADELPHIA, PA**

The Secondary Exchangers Harm Reduction Intervention Outreach Services (SEHRIOS) Project will focus on HIV+ drug users who are unaware of their status by using community liaisons that provide harm reduction, referrals and supplies to their networks.

### **CALIFORNIA PREVENTION AND EDUCATION PROJECT (CAL-PEP), OAKLAND, CA**

CAL-PEP will add a mental health therapist and a peer treatment advocate to its Comprehensive and Risk Counseling Services Program in order to provide intensive one-on-one prevention counseling, assistance in assessing needed medical, psychological and social services as well as offering sero-discordant couples counseling on how to avoid transmission.

### **FOOTHILL AIDS PROJECT, CLAREMONT, CA**

The Newly Empowered Women Program will target 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, ATLANTA, GA**

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 SERVICES (ACS), WINSTON-SALEM, NC**

Positive Choices will provide Comprehensive Risk Counseling Services to its HIV+ clients.

The program will include screenings for co-factors, individualized prevention plans, multiple counseling sessions on HIV risk/behavior change, referrals, and ongoing monitoring/reassessment.

### **PIEDMONT HEALTH CARE CONSORTIUM, DURHAM, NC**

Piedmont Health Care Consortium will expand its Bridges to Good Health and Treatment (BRIGHT) project, an intensive case management program for recently incarcerated HIV+ persons that intends to “bridge” the period between incarceration and freedom.

### **HYACINTH AIDS FOUNDATION, NEW BRUNSWICK, NJ**

Hyacinth will expand its hotline services for newly diagnosed HIV+ clients by providing an anonymous and stigma-free means to access HIV/AIDS information and referrals. The program will include case management services including comprehensive needs assessments, client action plans, and follow-up with motivational counseling.

### **PHILADELPHIA FIGHT, PHILADELPHIA, PA**

Philadelphia FIGHT will collaborate 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.

## grantees focused on Linking High-Risk Positives into Care and Treatment

## grantees focused on Treatment Adherence and Delaying Disease Progression

### **SHANTI PROJECT, SAN FRANCISCO, CA**

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. The program is a series of group workshops that identify the psycho-social factors in participants' lives which can positively or negatively affect their health and ability to pursue treatment programs.

### **CHICAGO HOUSE AND SOCIAL SERVICE AGENCY, CHICAGO, IL**

The Medical Adherence Program will target 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 weekly to discuss each client's Individual Medication Adherence Plans (I-MAPS) and personalized medication education.

### **TEST POSITIVE AWARE NETWORK, CHICAGO, IL**

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, along with a mobile unit which provides drug adherence resources to hard-to-reach communities.

### **THE FAMILY CENTER, NEW YORK, NY**

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 HIV treatment regimens and to manage side effects. Project SWEL uses a combination of individual counseling, group educational sessions and linkages between peer mentors who are called Treatment and Adherence Buddies.

## About the Pfizer Foundation

The Pfizer Foundation is a charitable organization established by Pfizer Inc. The Foundation is a separate and independent tax-exempt organization, with a mission "to promote access to quality health care and education, to nurture innovation and to support the community involvement of Pfizer people."

**ConnectHIV**, which builds upon lessons learned from the Southern HIV/AIDS Prevention Initiative launched in 2003, demonstrates Pfizer's continued commitment to the fight against HIV/AIDS and complements the international Diflucan® Partnership Program and Infectious Diseases Institute in Uganda.

For further information, please visit <http://hivaidspanthropy.pfizer.com/>

<http://hivaidsphilanthropy.pfizer.com/connecthiv.aspx>

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