VICTORY OVER HIV
We’re ending the HIV epidemic in Arizona. The turning point in the HIV epidemic has arrived. Today we have more knowledge and tools than ever before. Our people are a brilliant, relentless fighting force. And we have an audacious plan.

Our plan is a thoughtfully crafted, comprehensive five-year strategy to win and win BIG. To wipe out HIV in Arizona. That’s right, total annihilation – no mercy.
HOURS WERE SPENT DEVELOPING OUR PLAN

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YOU HELPED US UNDERSTAND.

It took two years to develop this action plan with input from hundreds of Arizonans. You had things on your mind. We listened.

You told us how well HIV care and prevention was working in your community and how it could work even better. We spoke with people living happy and healthy lives with HIV thanks to the care and services they receive.

Others talked about life issues that keep them from receiving and staying in care. How fear, stigma and discrimination can lead to feeling helpless and alone. Lack of housing. No transportation. Not enough food. Social injustice.

Staying HIV negative has its own challenges. Lack of HIV knowledge. Not everyone is comfortable or safe talking about HIV with their partners. Others have more pressing concerns they need to work through before beginning to think about HIV prevention.

The HIV Statewide Advisory Group and the Phoenix EMA Ryan White Planning Council each exceed federal mandates for representation of people living with HIV.
Let down our guards, we lose.

Why is it critical to act now? Between 2010 and 2015, Arizona’s population increased by 6%. During this same time period, new HIV cases increased by 34% to more than 16,800. What caused this startling spike? Advances in HIV medications and treatments have led to complacency – the public actually believes the fight is over. This may be due to several factors. Less emphasis on HIV education in Arizona schools. Minimal promotion of HIV services to our communities. Social networking putting more people, especially youth, at greater risk of contracting HIV.

We must become nimble, innovative, and adaptable in the way we deliver HIV prevention and care services. Defeating HIV will take focus, vigilance, a desire to care – for one’s self and for others. We have HIV on the ropes. Now is not the time to let down our guards.

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No more barriers.

It’s going to take many small personal victories – and larger cultural changes – to defeat HIV. Throughout the state, people voiced the need to remove barriers to care and promote personal empowerment. We must also lead the charge to make quality HIV care available to all Arizonans and combat social injustice.

Our plan is more than words. We’re not going to let it sit on a shelf and collect dust. We have multiple strategies to attack these issues – head on.

We have mapped out a plan that is aligned with the national strategy and uses the HIV Care Continuum and other tools to measure progress. To end the HIV epidemic in Arizona, we will:

• Reduce new infections
• Increase access to care and improve outcomes
• Reduce gaps and inequities in HIV care
• Achieve a more coordinated response

In 2017, Phoenix became the second largest US city to join the UNAIDS Fast Track Cities Initiative, an international commitment to end the worldwide HIV epidemic by 2030.
FOCUS POPULATIONS

• White, Black and Latino Men who have Sex with Men (MSM), especially youth
• Latinos of all genders
• American Indians of all genders
• Injection drug users

PLAN FOR VICTORY

• Increase use of PrEP as a prevention method
• Increase HIV testing and diversify testing locations
• Shorten time between diagnosis and beginning HIV care
• Implement innovative service models for linkage to care/retention in care
• Increase collaboration among community organizations, especially behavioral health and substance abuse providers

VICTORY OVER GREAT DISTANCES

Larger than some Midwest states, the Northern Region of Arizona is a land of breathtaking beauty and distinct challenges. Made up of Mohave, Coconino, Yavapai, Gila, Navajo and Apache counties, the Northern Region’s sparse population creates transportation and stigma challenges for both prevention and care of people living with HIV. The CDC identified Mohave County as 1 of 221 counties in the U.S. at risk for a HIV/Hepatitis outbreak.

ON MULTIPLE FRONTS

Our winning strategy: Divide and Conquer.

During the development of this plan, one thing became quite clear: a one-size-fits-all approach wouldn’t work. Communities need tailored activities to achieve the vision mapped out in our plan.

The state has been segmented into regions – Northern, Central and Southern. Each has their own objectives, strategies and activities. All three regions are working to achieve the goals outlined in the plan, but each will take a localized approach.
Arizona is not all canyons and vast deserts. The Central Region is made up of Maricopa and Pinal counties with a population of about 4.5 million. It’s also home to Phoenix, the state capital and sixth most populated city in the country. More people means more of everything, including health issues. The Central Region accounts for more than 70% of the state’s new HIV cases.

**FOCUS POPULATIONS**
- Men who have Sex with Men (MSM), especially youth and MSM of Color
- Latinos of all genders
- African Americans of all genders
- Transgender and gender non-conforming individuals

**PLAN FOR VICTORY**
- Increase use of PrEP as a prevention method
- Increase HIV testing and diversify testing locations
- Shorten time between diagnosis and beginning HIV care
- Provide community organizations with training on stigma reduction, cultural competency and client empowerment
- Launch social marketing initiatives taking advantage of new and traditional media
- Streamline services by reducing forms and making improvements

Of the Southern Region’s seven counties – Yuma, Pima, Santa Cruz, Cochise, Graham, Greenlee and La Paz – four share a border with Mexico. Hispanics make up a larger percentage of the region’s population especially in areas along the international border. The Southern Region also is defined by Pima County with Tucson, second largest city in the state and second highest prevalence of HIV.

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**PLAN FOR VICTORY**
- Increase use of PrEP as a prevention method
- Increase HIV testing and diversity testing locations
- Provide community organizations with training on stigma reduction, cultural competency and client empowerment
- Launch social marketing initiatives taking advantage of new and traditional media
- Re-energize community stakeholders and policymakers as advocates for HIV issues
- Provide quality housing for all people living with HIV
VICTORY

ENDING THE HIV EPIDEMIC IN ARIZONA.

A path has been cleared. A plan is in place.
The battle will be won. By 2021, we will defeat the HIV epidemic in Arizona.

Learn more at hivaz.org/victory

#VictoryOverHIV
602.364.3599

Arizona HIV Statewide Advisory Group