Expansion of HIV Testing in the City of Los Angeles

City of Los Angeles
AIDS Coordinator’s Office
Background

• The City of Los Angeles HIV Testing Initiative is a series of strategies to support and encourage significantly expanded testing between 2007-2011.

• Launched November 30, 2007 by Mayor Antonio Villaraigosa; led by ACO.

• Work with public and private organizations to expand HIV testing by moving towards a system that facilitates routinization.
Scope of Initiative

- The goals of the Initiative include developing and dramatically increasing HIV testing, outreach, and access to care and prevention services for a significant portion of the general city population, particularly in underserved communities.

  - Facilitate an increase in public and private settings.
  - Make testing more routine and attainable for individuals, thereby reducing stigma associated with taking the test.
  - Increase the identification of new positives, resulting in earlier treatment and prevention of disease transmission.
  - Emphasize the value of rapid testing for accessing hard to reach populations and ensuring they receive their test results and are linked to care.
Scope of Initiative Continued

• Strategies:
  
  – Increase the private (and public) sector implementation of the CDC guidance on routine clinical HIV testing.
  – Increase testing at select community based events, colleges and universities.
  – Coordinate with local and national Initiatives.
  – Expand public school HIV/STD testing.
  – Address legislative/structural changes needed to facilitate increased HIV testing.
Accomplishments

• Marketing Campaign
  – “HIV is a __________ Disease” Campaign
  – “Get Tested” PSA targeting women

• Think Tank
  – September 5, 2008

• Hospital Summit
  – March 12, 2009

• Directly funded HCT contracts and a variety of events
  – 7k tests conducted

• PEOPLE ARE TALKING
Challenges

• Bureaucratic and Political
  – Inter and Intra governmental
  – Hospitals and Clinics

• $$$ Money!!

• Misconceptions and Misunderstandings

• Apathy
Conclusions and Next Steps

• Conclusions
  – This type of Initiative requires constant tweaking and flexibility.
  – Successful large scale ramp up requires multiple tracks and strategies.
  – Private clinical institutions require lots of hand holding.
  – The movement to evolve testing into the mainstream has made gains in the last few years.

• Next Steps
  – Continue TA with private hospitals
  – More funding opportunities for expanded testing
  – Work with community agencies in exploring opportunities for expanding testing within existing programs
  – Continue to push regulation that facilitates testing.