

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.

City of Los Angeles
AIDS Coordinator's Office
201 N Figueroa Street, Suite 100
Los Angeles, CA 90012
213-202-2750 Phone
213-202-2715 Fax
www.lacityaids.org