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**Office of National AIDS Policy
HIV/AIDS Prevention
Goals and Objectives**

Facts: Based on the latest available statistics from CDC, almost 340,000 Americans have been diagnosed with AIDS as of September 30, 1993. Over 200,000 individuals have died. 47% of the diagnosed cases are among minorities.

Men to men transmission, primarily among gay and bisexual men, accounts for more than 60% of the overall cases, and for over 60% of the cases among men. The largest age group for new cases is 20-29, which suggests that many of these infections occurred while the individuals were in their teens.

The goals and objectives detailed here are intended to provide guidelines for activities to be encouraged on the part of the federal departments and agencies that engage in HIV/AIDS prevention activities. A common theme in this document is the Office of National AIDS Policy's role of providing leadership within the federal government in the area of HIV/AIDS Prevention.

Goal I: Encourage the development and implementation of educational programs, activities and campaigns that will provide accurate and timely information to all Americans on how to prevent HIV/STD transmission.

Based on the findings of the Centers for Disease Control and Prevention's Advisory Committee, there are several HIV/AIDS prevention activities conducted under the auspices of the CDC that are working well, while there are others that must be improved or enhanced to increase their effectiveness. Activities under this goal is intended to address several of the concerns expressed during the external review process.

The activities under this goal are also intended to increase the integration of activities in HIV/STD prevention. National prevention campaigns and local community-level programs must deliver a consistent message of HIV/STD prevention in order to be most effective.

Objective A: Change the nature of prevention activities that focus on counselling, testing, referral and partner notification to one where activities focus on primary prevention.

The majority of the prevention funding provided by the federal government to states has been for counselling and testing. Although more individuals are being tested today than a few years ago, it is apparent that the counselling and testing is not reaching those most at risk. It is also apparent that counselling and testing is not bringing about the behavior change necessary to stop HIV transmission and STDs.

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Objective B: Implement consistent prevention education messages to be used in HIV prevention programs at the national, regional, state/local levels.

Use sound scientific public health principles in the development of prevention education programs and campaigns. Where there is research available on behaviors that enhance the chances of HIV transmission, we will encourage the use of those findings to develop linguistically specific, developmentally appropriate and culturally-based prevention education messages.

The messages will speak of abstinence as the surest way of preventing transmission and will encourage the use of safer sexual and substance use practices that will prevent the transmission of HIV for those individuals who choose to be sexually active or who continue to use substances. The messages will not endorse one particular lifestyle, but will speak specifically of ways to prevent HIV transmission.

Objective C: Work with the federal agencies that conduct HIV/STD and substance abuse prevention campaigns to sponsor targeted national media campaigns that will specifically address HIV prevention;

National media campaigns will be used to demonstrate the leadership of the federal government in delivering targeted prevention messages to the general population. Communities throughout the country will be encouraged to follow the federal government's lead and carry the message of prevention to the local populations at risk.

Objective D: Obtain increased technical assistance from federal agencies to assist state/local governments and non-governmental organizations in the development of targeted campaigns through the media and community-level interventions;

To increase their effectiveness, prevention messages must be population-specific and, therefore, must use language and imagery and use media that will communicate the message most effectively to change risky behavior. The federal agencies engaging in HIV prevention activities will encourage state/local governments to provide targeted media campaigns and community-level interventions to their local communities at risk.

To increase the likelihood of success of community-level interventions and local media campaigns, the federal agencies funding HIV prevention activities will increase the level of technical assistance provided to the funded governmental institutions and non-governmental agencies.

Objective E: Encourage businesses and media to participate in the national and local efforts for HIV prevention by sponsoring campaigns and activities in the

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local media and in places of business.

Goal II: Seek, to the greatest extent possible, community input in the development and implementation of educational programs and campaigns that will deliver the prevention education message in the most appropriate way possible for the intended audience.

Objective A: Pay particular attention and devote additional effort to the needs of populations that may be particularly susceptible to HIV transmission: gay and bisexual men (including gay men of color), substance users, partners of substance users (whether male or female) and youth in high risk situations (especially out-of-school youth and gay/lesbian youth);

Primary in this effort will be the introduction of prevention education for youth, both in and out of school. The messages to be used will stress the need to build self-esteem and self-efficacy. To obtain the most effective community input, collaboration between governmental and non-governmental organizations must be encouraged at all levels. The federal funding agencies must provide increased technical assistance to encourage partnerships.

Objective B: Seek additional resources for populations whose disenfranchisement and traditional lack of access to health care places them at increased risk of HIV infection, especially minorities, women, youth and the elderly.

By supporting the Health Security Act initiative of the Administration, primary prevention and early intervention information will be more accessible to those at greatest risk. The legislation is intended to provide access to health care to those populations that have been excluded from health care.

Goal III: Provide early intervention information to those living with HIV.

Objective A: Encourage coordination and collaboration with federal agencies, state/local governments and non-governmental organizations and service providers to provide accurate and timely early intervention information to persons living with HIV.

This will require increased linkages from the counselling and testing facilities to service providers. Although these goals and objectives will seek to encourage anonymous testing, and confidential testing when anonymous is not allowed locally, it will be an integral part of the post-test counselling for those infected to obtain information on what is available in terms of treatment and care. Greater coordination between prevention and services at the local level will be necessary.

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Objective B: Encourage coordination and collaboration with federal agencies, state/local governments, non-governmental organizations and service providers to provide accurate and timely information to persons living with HIV about how to prevent opportunistic infections.

Service providers at all levels must be provided with the most current information on the prevention of opportunistic infections. Primary among these is the prevention of tuberculosis, which is posing greater threats to the community.

Objective C: Work with service providers to coordinate the effort to prevent opportunistic infections, including Tuberculosis.

In collaboration with the ONAP Services cluster, seek the development and implementation of programs to train service providers on ways to prevent opportunistic infections and work with CDC in the coordination of Tuberculosis prevention activities.

**Office of National AIDS Policy
HIV/AIDS Prevention
Monthly Report - January 1994**

Goal I: Encourage the development and implementation of educational programs, activities and campaigns that will provide accurate and timely information to all Americans on how to prevent HIV transmission.

Objective A: Change the nature of prevention activities that focus on counselling, testing, referral and partner notification to one where activities focus on primary prevention.

No activity on this objective in this month.

Objective B: Implement consistent prevention education messages to be used in HIV prevention programs at the national, regional, state/local levels.

1. The CDC Prevention Marketing Initiative was implemented starting January 4.
2. Attended a meeting with NIDA staff on their Get High, Get Stupid, Get AIDS Campaign and discussed the need to make the message consistent with the CDC Campaign. Future adjustments to the campaign will contain a consistent message.

Objective C: Work with the federal agencies that conduct HIV/STD and substance abuse prevention campaigns to sponsor targeted national media campaigns that will specifically address HIV prevention;

1. See point 2. above.

Objective D: Obtain increased technical assistance from federal agencies to assist state/local governments and non-governmental organizations in the development of targetted campaigns through the media and community-level interventions;

1. CDC has sent out the guidance for community planning. They have also sent an RFP to national minority organizations to provide technical assistance on implementation.

Objective E: Encourage businesses and media to participate in the national and local efforts for HIV prevention by sponsoring campaigns and activities in the local media and in places of business.

1. Country Music AIDS Awareness launched on their own initiative January 13.

Goal II: Seek, to the greatest extent possible, community input in the development

and implementation of educational programs and campaigns that will deliver the prevention education message in the most appropriate way possible for the intended audience.

Objective A: Pay particular attention and devote additional effort to the needs of populations that may be particularly susceptible to HIV transmission: gay and bisexual men (including gay men of color), substance users, partners of substance users (whether male or female) and youth in high risk situations (especially out-of-school youth and gay/lesbian youth);

1. The CDC/DASH meeting scheduled for this next Tuesday has been cancelled. No alternate date has been set.
2. Bob Jackson has followed Ben's lead on needle exchange.

Objective B: Seek additional resources for populations whose disenfranchisement and traditional lack of access to health care places them at increased risk of HIV infection, especially minorities, women, youth and the elderly.

1. On Wednesday January 12, Marty Davis, Art Lawrence, Matthew Murguia, Hazel Farrar and I met with the 4 co-chairs of the National Minority HIV Conference Planning Committee: Cornelius Baker, Agnes Rivera, Rene Whiterabbit and Tom Valverde. It was a very productive meeting, where many agreements were made. Primary among these was that the Conference will be moved back to Washington in September. Staff is seeking a location for this.

Goal III: Provide early intervention information to those living with HIV.

Objective A: Encourage coordination and collaboration with federal agencies, state/local governments and non-governmental organizations and service providers to provide accurate and timely early intervention information to persons living with HIV.

1. Next Thursday there will be an interdepartmental meeting with HUD, CDC, HRSA and SAMHSA to talk about HIV/AIDS Prevention in Housing Projects. Tim Fox is taking the lead on this project. Bob Moran will also participate.
2. Are waiting for Andrew's lead on the Interdepartmental Task Force. I have given him the memo on the Prevention side and understand that the Prevention component will be a subset of the overall.

Objective B: Encourage coordination and collaboration with federal agencies, state/local governments, non-governmental organizations and service providers to provide accurate and timely information to persons living with HIV about

how to prevent opportunistic infections.

1. I have a meeting today with Moises Agosto to discuss his ideas on Treatment Advocates with communities of color. I expect Terry to participate in the meeting. Tim Fox is taking the lead on the overall project, but he is not here today.

Objective C: Work with service providers to coordinate the effort to prevent opportunistic infections, including Tuberculosis.

1. No activity on this objective in this month.