

# Culture Change and Expanded HIV Testing

## introduction:

In an effort to routinize HIV testing, the Centers for Disease Control revised their recommendations for HIV testing in 2006. To support increased testing in medical settings the CDC released funds to 30 jurisdictions in the United States to support the development of the Expanded HIV Testing Initiative. This poster explores the successes of this project in one jurisdiction, focusing on the unique approach used to encourage medical providers to participate in the testing initiative.

## methods:

Potential test sites were interviewed about their attitudes towards routinized HIV screening. Two of the primary barriers to routinizing HIV testing identified were the stigma associated with the test itself and fears about delivering positive test results. Based on these responses, the Ohio Department of Health developed social marketing supplies, training materials, webinars and other resources to address the stigma associated with the test and to alleviate provider fear of delivering positive test results. The concept behind this approach was rooted in the belief that there must be a "culture change" around the HIV test in order to address provider apprehensions. All materials developed aimed to normalize the idea of being tested for HIV and being aware of one's status.

Additionally, medical staff from five funded emergency departments (ED) were surveyed for attitudes on HIV testing within their medical practice. ED surveys were designed by the medical directors to fit the educational needs for each individual location. Surveys consisted of quantitative and qualitative responses. The Ohio Department of Health reviewed the qualitative answers for current attitudes toward routine testing and the role of HIV screening in each respective healthcare setting.

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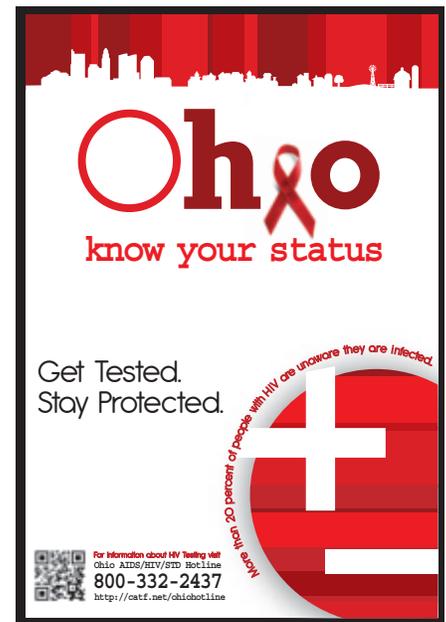
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## emergency room survey comments

Diagnosing HIV is outside the scope of Emergency Medicine.

Appropriate training would prevent me from feeling uncomfortable disclosing a positive HIV test result to a patient.

There is a fear of talking with patients about HIV and delivering a positive result.

# Culture Change and Expanded HIV Testing

## communication kit:

### Clinic Posters & Lapel Buttons:

A central element to this campaign is the concept that everyone has an HIV status. Every individual is either HIV+ or HIV-. **“Know Your Status”** posters and buttons remind providers and patients that the only way to know one’s status is to be tested. **“Remind Me”** buttons spark dialogue between patients and providers about the HIV test.

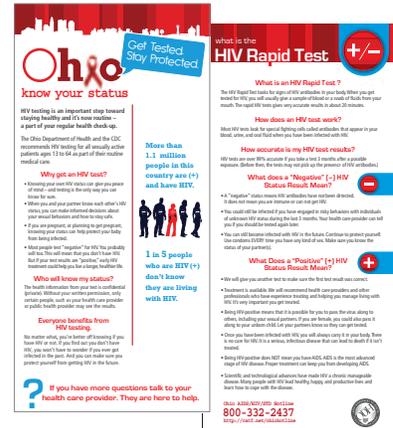
*Spanish version available*



### HIV Quick Reference Card

HIV Quick Reference card for use in lobbies, patient exam rooms, etc. provides patients with quick facts about the HIV test and implications of positive and negative results. Bold graphics draw attention to prevalence statistics and the importance of knowing one’s status.

*Spanish version available*



### HIV Negative Palm Card

In keeping with the social marketing theme, **“Know Your Status,”** the HIV Negative Palm Card provides the patient with a reminder of their current HIV status. The card also reminds the patient and the tester of the three month window period and of tactics to remain negative.

*Spanish version available*



### HIV Positive - STEPS Booklet

Extensive resource guide given to all newly diagnosed patients. User friendly, discreet booklet covers emotional and practical steps that should be taken upon learning of an HIV positive test result. Includes information about the HIV virus, HIV prevention tips, co-infections, treatment options, etc.

*Spanish version available*



### Webinar

#### Delivering Positive HIV Test Results



Scan the code to link to the next scheduled webinar

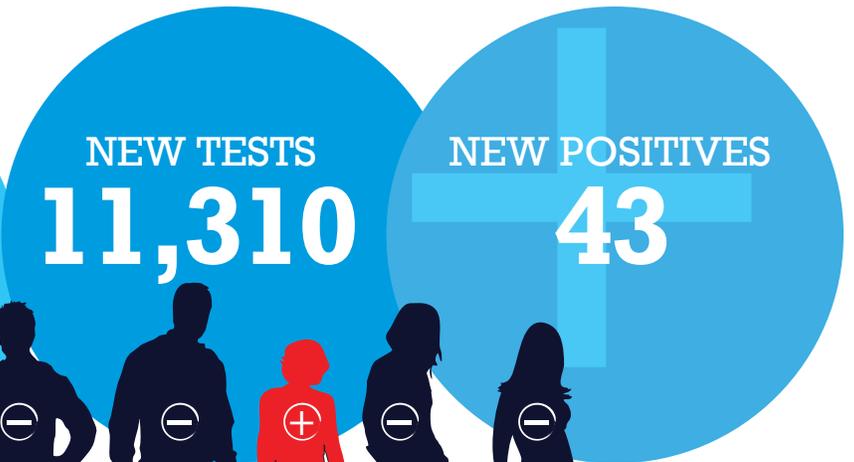
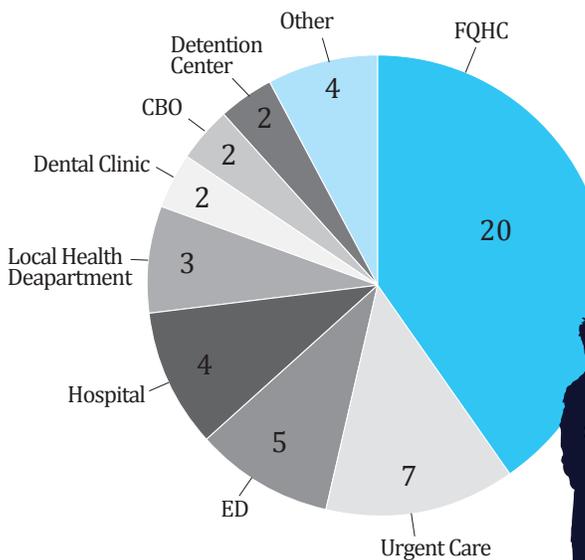
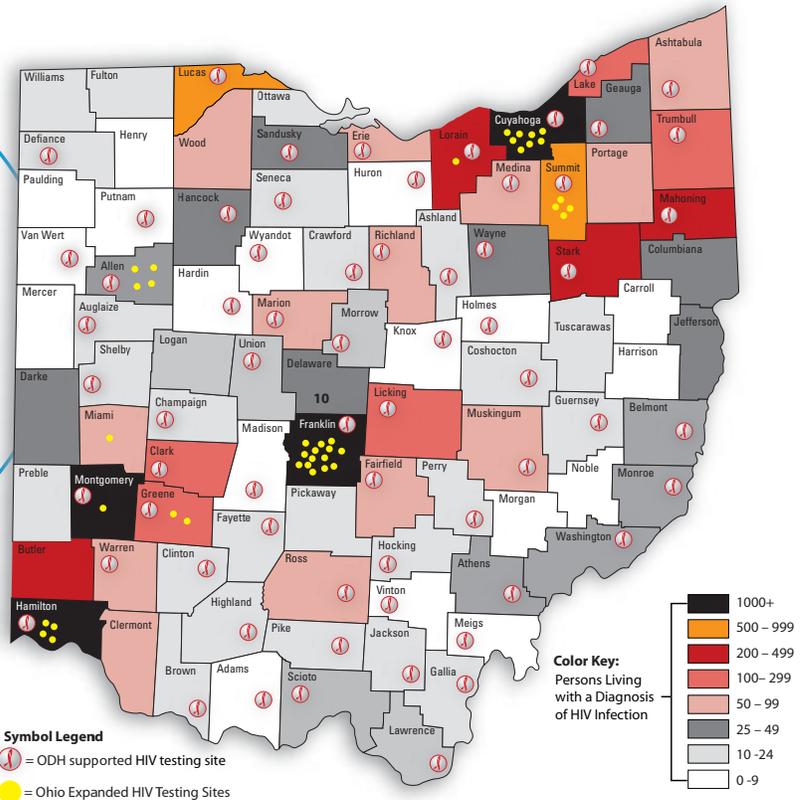


A collaboration of the Ohio Department of Health and the regional AIDS Education and Training Center, the webinar was developed to provide participants in the Expanded HIV Testing Initiative with an on-demand tool for delivering positive test results. The 51 minute webinar provides health care workers with information on appropriate interventions for persons testing positive for HIV, including post-test counseling and linkage to care information.

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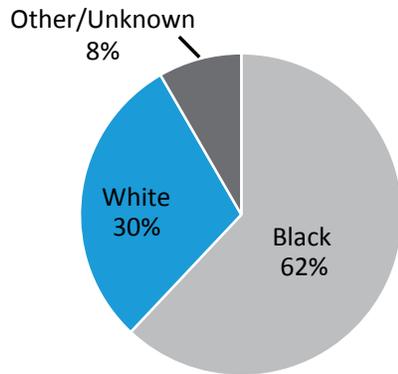
## results:

Ohio recruited and has retained 26 new testing partners resulting in 53 new test sites located in areas of the state with the highest prevalence of HIV. In the first 15 months of the program 11,310 tests were conducted and 43 new positives were identified.

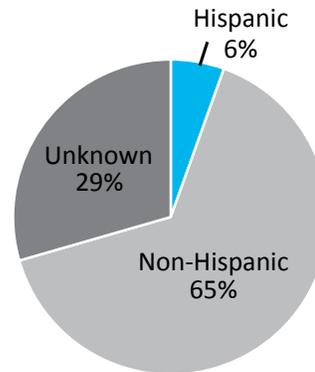


# Culture Change and Expanded HIV Testing

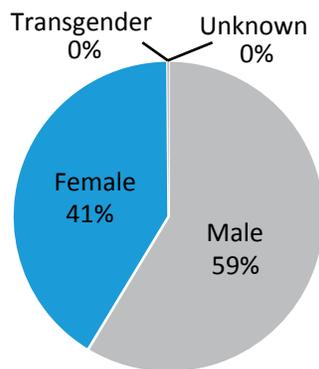
results:



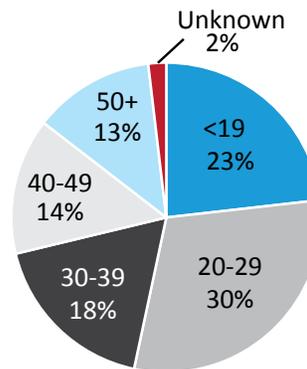
# of HIV Test by Race  
(N=11,310)



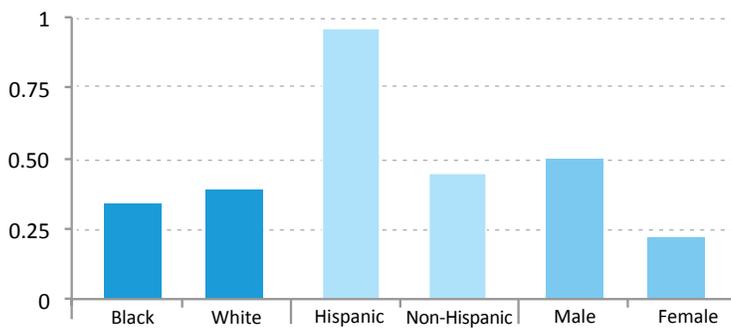
# of HIV Tests by Ethnicity  
(N=11,310)



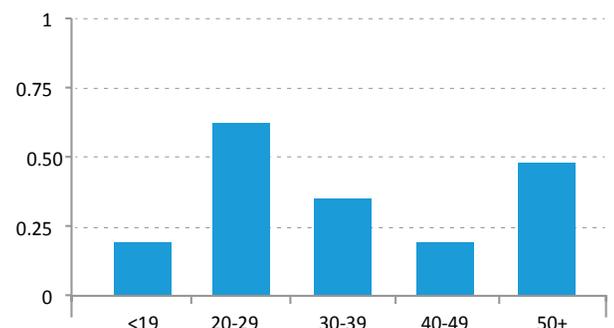
# of HIV Test by Race  
(N=11,310)



# of HIV Test by Age  
(N=11,310)



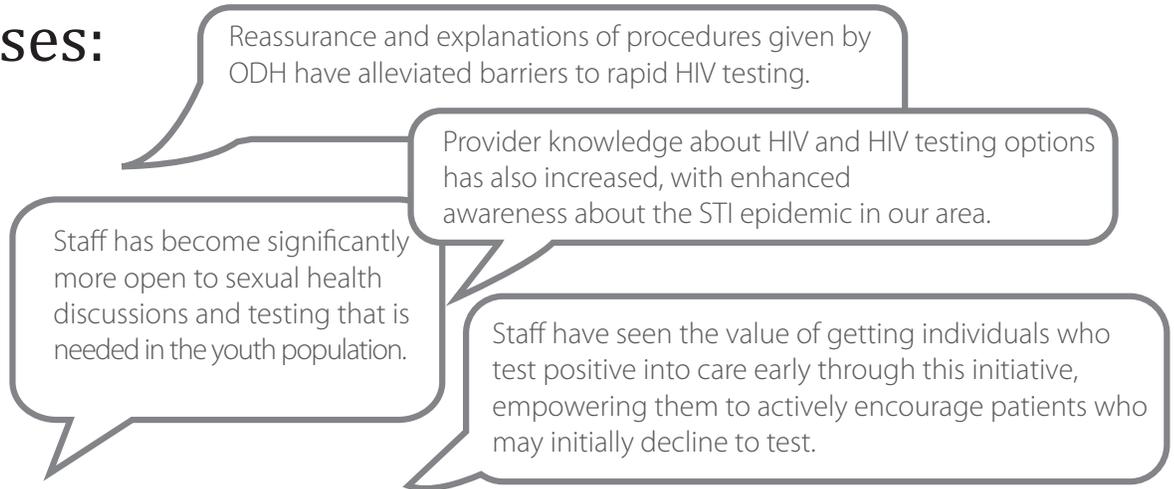
% Positivity by Race, Ethnicity and Sex



% Positivity by Age

# Culture Change and Expanded HIV Testing

## responses:



Providers of HIV testing through the Expanded Testing Initiative in Ohio have received comprehensive HIV test training, have increased the volume of tests conducted, are more comfortable delivering positive test results and have contributed to a decrease in stigma associated with the HIV test.

**54.1 %** of survey respondents feel more comfortable giving a positive test result than they did before participating in the ETI program

**94.1 %** of survey respondents found the "Delivering Positive Test Results Webinar" somewhat or very helpful

**100 %** of survey respondents found the linkage to care materials (STEPS Booklet) somewhat or very helpful

## conclusions:

Implementing an approach to increased testing that accounts for known barriers and attempts to remove those barriers through social marketing, provider training and program development can be an effective way to routinize administration of the HIV test.

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