

# HIV/AIDS in Prince George's County



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**Prince George's County Health Department**



**HEALTH**  
**DEPARTMENT**  
Prince George's County

# Vision Statement

*All Prince Georgians are their healthiest at every age and every stage.*

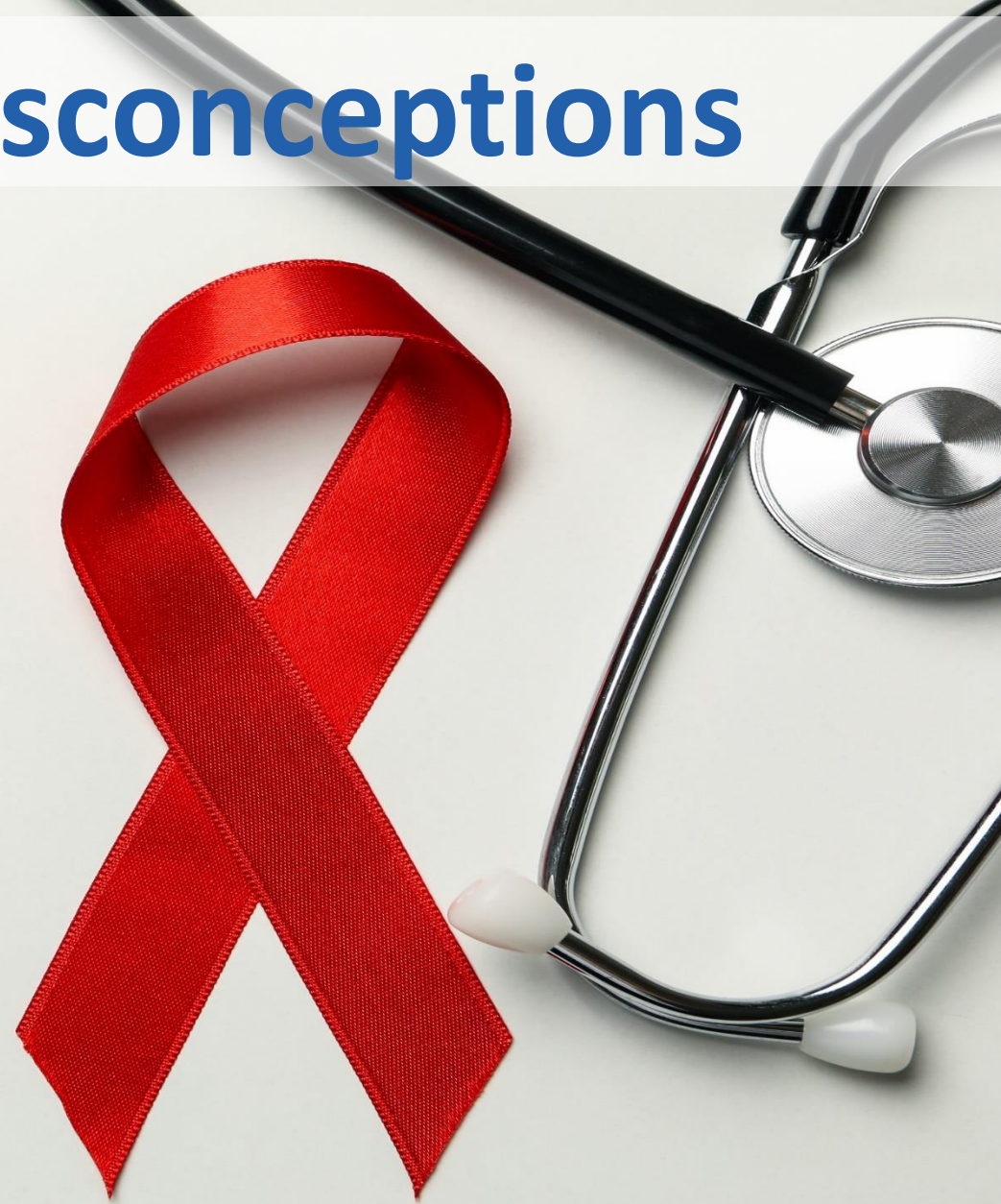
# Mission Statement

*To lead, engage, and empower our community to work collaboratively towards disease prevention, health equity, and total well-being.*



# Tackling Common Misconceptions

- It is not a death sentence as previously thought.
- Antiretroviral Therapy(ART) ensures that individuals living with HIV lead a long life.
- Undetectable = Untransmittable (U=U)\*
- Cannot be spread through casual contact or sharing utensils.
- Untreated STIs (especially syphilis) increase HIV risk.



\*Viral Suppression



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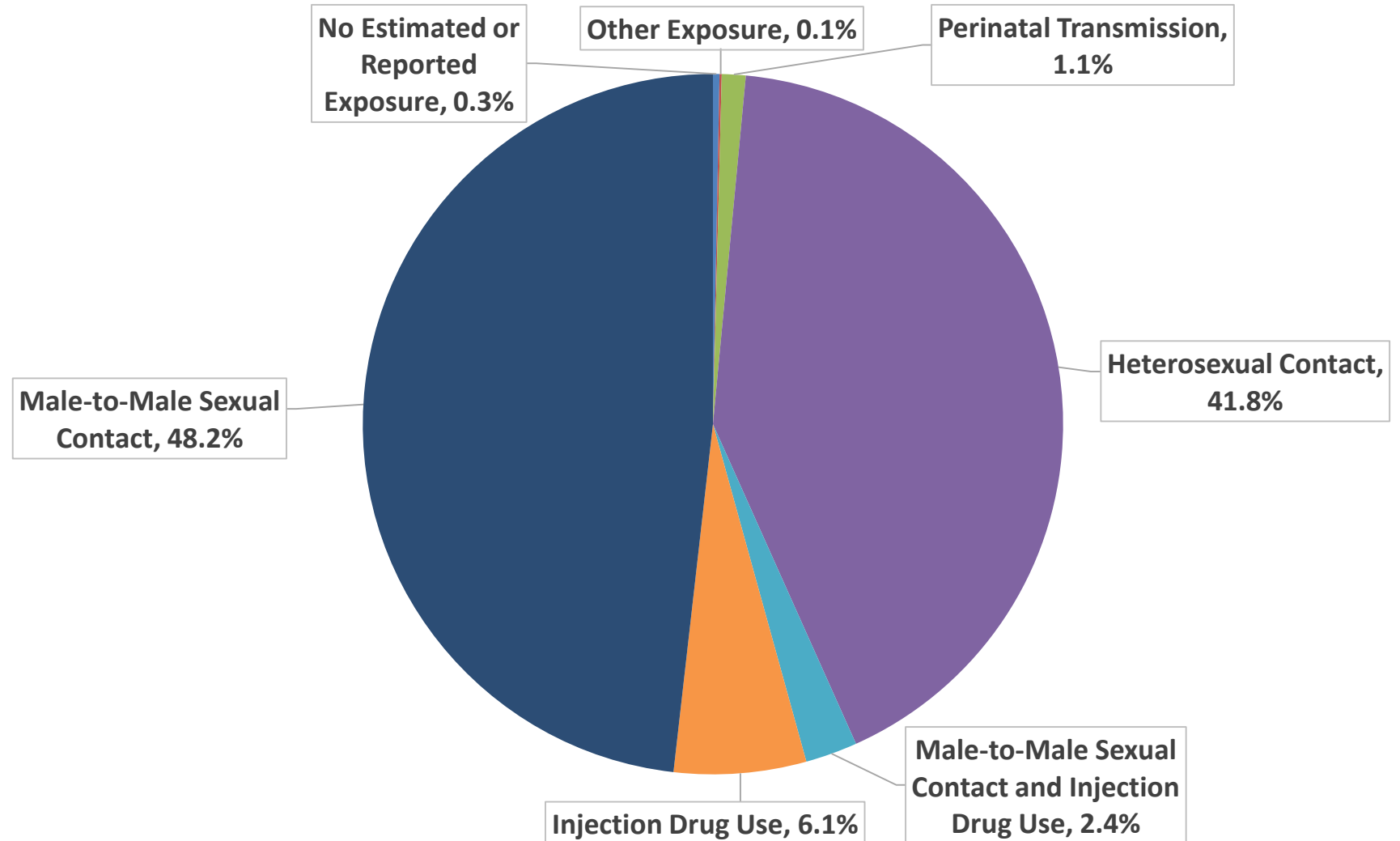
# HIV Data Collection

- Data comes from all providers in the county.
- Center for HIV Surveillance, Epidemiology, and Evaluation: Maryland Department of Health.
- Most of the current data is from **2022**.
- Data may change throughout the year, based on provider reporting.



# HIV Exposure in Prince George's County?

**8,045** people living with HIV in Prince George's County



# HIV and STI rates in Prince George's County

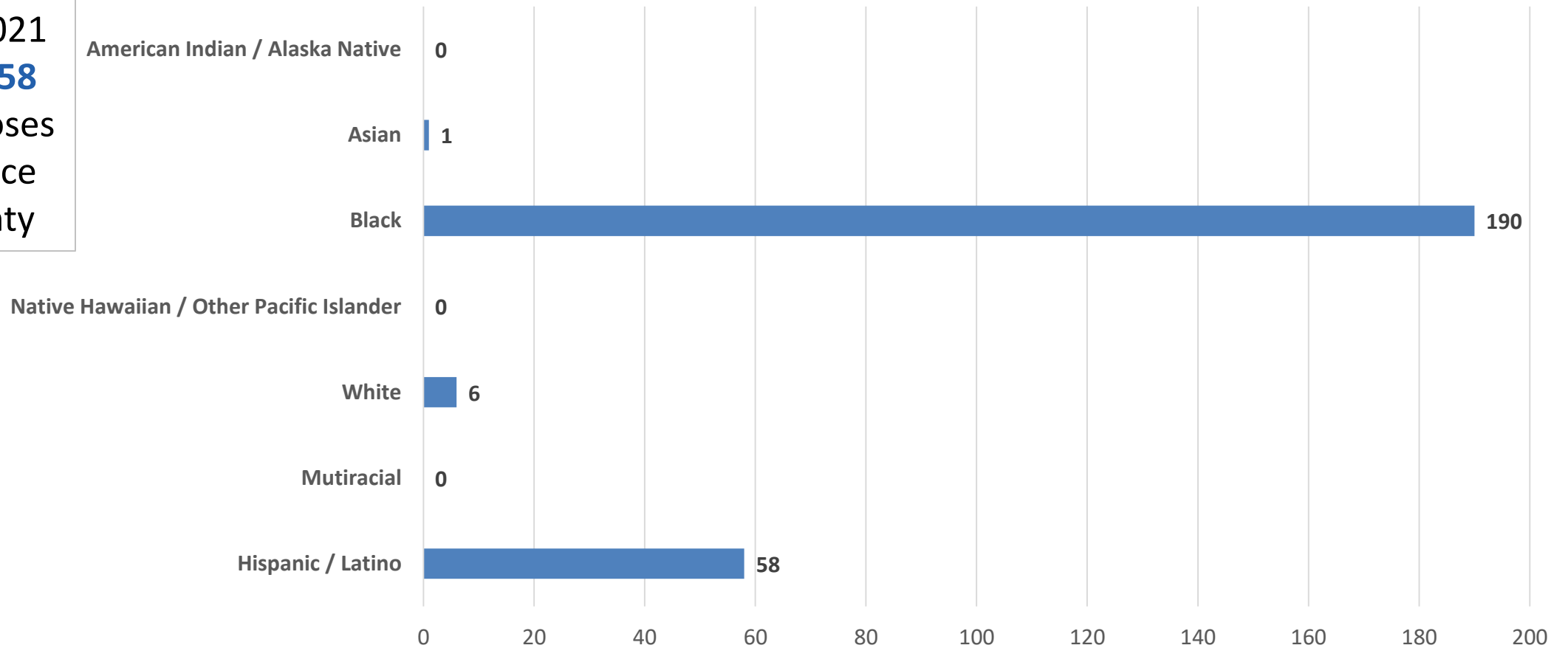
HIV			Chlamydia			Gonorrhea			Syphilis		
Rank	ZIP Code	Rate (Per 100,000)	Rank	ZIP Code	Rate (Per 100,000)	Rank	ZIP Code	Rate (Per 100,000)	Rank	ZIP Code	Rate (Per 100,000)
1	20745	65.1	1	20623	1262.8	1	20746	498.8	1	20722	212.6
2	20712	64.8	2	20746	979.4	2	20743	469.8	2	20746	144.6
3	20706	57.0	3	20743	867.3	3	20747	424.7	3	20608	136.2
4	20781	55.4	4	20745	830.6	4	20745	356.5	4	20710	134.0
5	20785	54.4	5	20747	815.5	5	20748	332.2	5	20745	104.3
6	20774	52.5	6	20710	793.9	6	20623	315.7	6	20785	103.2
7	20746	49.7	7	20782	785.7	7	20785	307.3	7	20743	98.1
8	20705	46	8	20785	761.0	8	20722	278.0	8	20748	93.5
9	20613	42.1	9	20748	750.4	9	20613	260.4	9	20712	92.0
10	20710	38.9	10	20742	716.3	10	20710	257.8	10	20607	89.9



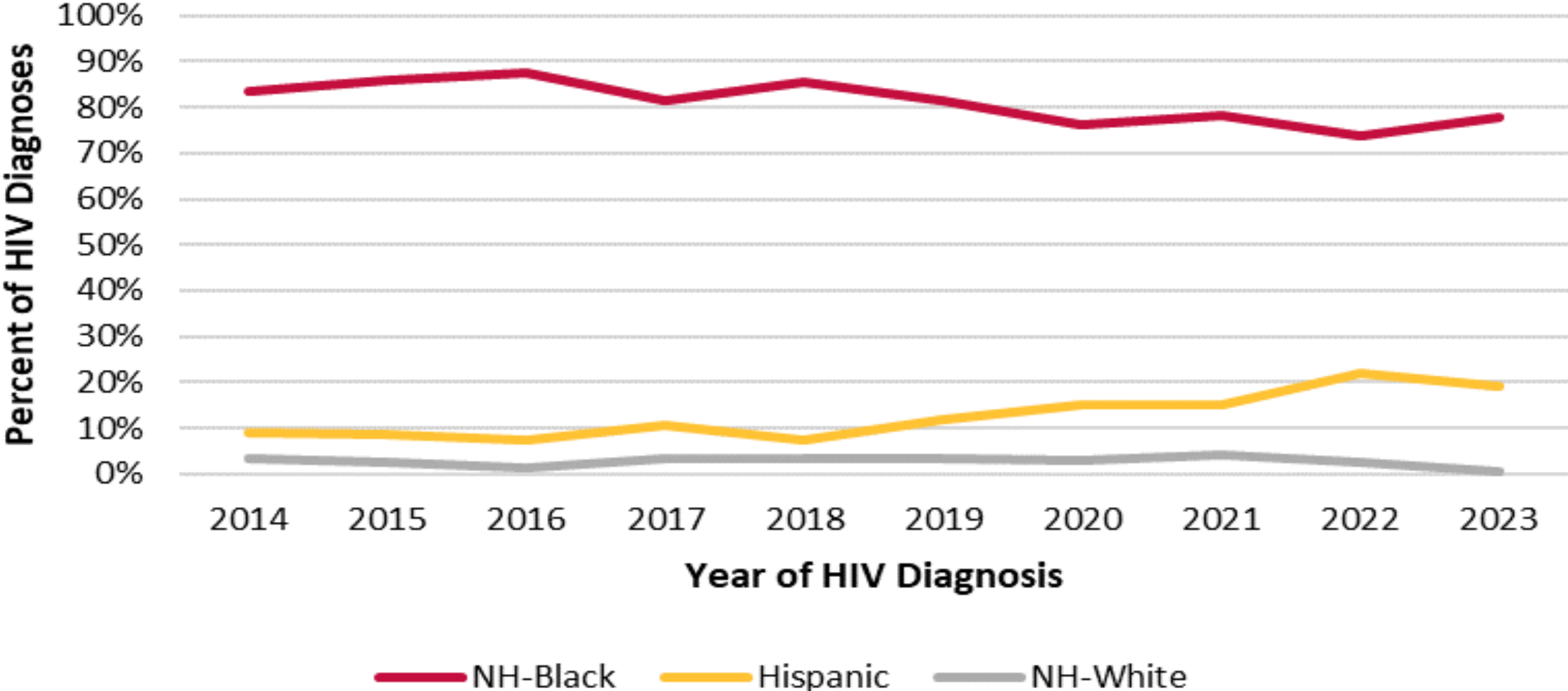
# Who is most impacted by HIV in Prince George's County?

**237** new HIV diagnoses in 2021 increased to **258** new HIV diagnoses in 2022 in Prince George's County

## Number of New HIV Diagnoses by Race



# HIV Diagnoses among People Aged 13+, by Race and Ethnicity, 2014-2023, Prince George's County, Reported through June 30, 2024



NH: Non-Hispanic. NH-Asian, NH-American Indian, NH-Native Hawaiian or Another Pacific Islander, NH-Multiracial or Another Race not shown. Data for 2020 and 2021 should be interpreted with caution due to the impact of the Coronavirus Disease 2019 (COVID-19) pandemic on access to HIV testing and care-related services.  
 Data Source: Maryland Enhanced HIV/AIDS Reporting System. Data represents adults and adolescents (ages 13+) only.



# Prince George's County Comparison

New HIV Cases		
Jurisdiction	New HIV Diagnosis Rate	Reported Cases
Maryland	14.4	395
Prince George's	32.3	258
Baltimore City	32.6	158
Montgomery	12.1	107

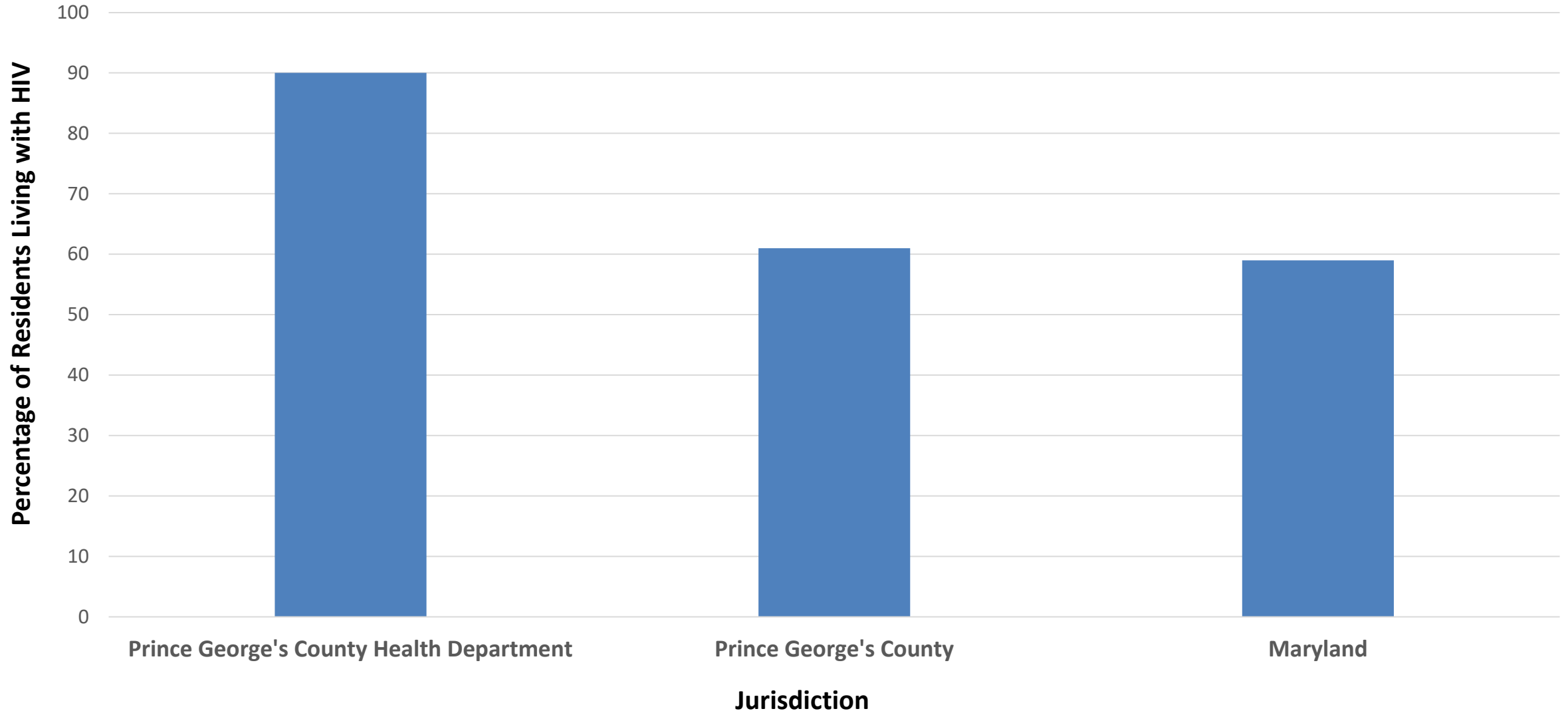
Chlamydia		
Jurisdiction	Chlamydia Rate	Reported Cases
Maryland	535.0	32,398
Baltimore City	1,196.7	7,014
Prince George's	766.7	6,974
Montgomery	362.6	3,814

Gonorrhea		
Jurisdiction	Gonorrhea Rate	Reported Cases
Maryland	199.0	12,052
Baltimore City	670.5	3,930
Prince George's	264.5	2,406
Montgomery	89.0	936

Syphilis		
Jurisdiction	Syphilis Rate	Reported Cases
Maryland	44.3	2,684
Baltimore City	143.1	839
Prince George's	73.3	667
Montgomery	25.4	267



# Viral Load Suppression



# HIV & STIs are Preventable

- **Condoms**
  - Correct use prevents HIV and STIs
- **Pre-exposure prophylaxis (PrEP)**
  - For those who do not have HIV
  - Daily pill or one shot every 2 months
- **Post-exposure Prophylaxis (PEP)**
  - Must be started within 72 hours of a possible exposure
- **Treat STIs**
  - Get tested
  - Untreated STIs increase risk of acquiring HIV



# How is the Health Department Addressing HIV?

- HIV services in the county
- Collaboration
- EHE Initiative
- Media Campaign
- Engaging the community



# Prince George's County Health Department Services

- HIV and STI screening and treatment
- Reproductive Health Services
- Prevention services (PReP and education)
- Community outreach
- Outpatient ambulatory health services
- Substance abuse outpatient care
- Medical transportation
- Housing services
- Food cards



# Collaborations



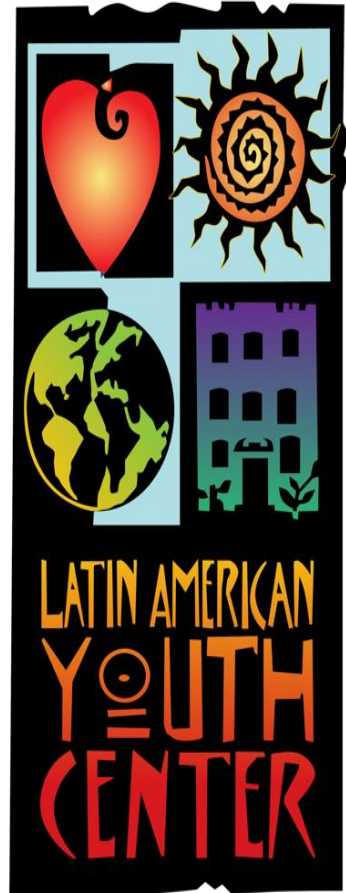
**Heart To Hand, Inc.**

"A heart that cares with hands to help."

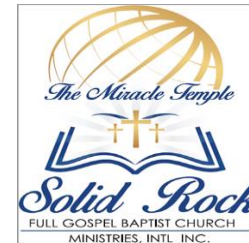
*Women and transgender:* workforce development, linkage to care, education



*Women of color, men of color, young MSM, returning citizens:* HIV testing, linkage to care.



*LatinX, Young MSM:* HIV testing and linkage



*Seniors:* Living and wellness support



*Youth:* HIV testing and education



*Young Black and Latino gay, bisexual and other men who have sex with men:* Peer education

*LatinX:* referrals, linkage to care, outreach, education



**HEALTH DEPARTMENT**  
Prince George's County

# GOAL:

**75%**  
reduction in new  
HIV infections  
by 2025  
and at least  
**90%**  
reduction  
by 2030.



*Ending the HIV Epidemic in the US (EHE)* provides resources to 50 local areas where more than half of new HIV diagnoses occur. In total, these priority areas include 48 counties, Washington, D.C., and San Juan, Puerto Rico. EHE also provides resources to seven states with a substantial rural burden.



**Diagnose** all people with HIV as early as possible.

**Treat** people with HIV rapidly and effectively to reach sustained viral suppression.



**Prevent** new HIV transmissions by using proven interventions, including pre-exposure prophylaxis (PrEP) and syringe services programs (SSPs).

**Respond** quickly to potential HIV outbreaks to get needed prevention and treatment services to people who need them.



# Reducing Stigma Around HIV



Comprehensive education campaigns



Using podcasts to tell stories



Creating safe spaces for open conversation



Implementing and enforcing policies that protect against discrimination



Engaging public figures, community leaders, and social media influencers to champion HIV awareness.





# Cancel HIV Media Campaign

- Increases awareness
- Engages communities
- Utilizes real community people in ads and shows county specific markers
- Engages residents through focused messaging



# Campaign Highlights Since 2021

- 2022 radio townhall with radio personality Cheryl Jackson, aired on WPRS and Majic.
- Interview segments on Great Day Washington show.
- A four-part Novella type series on HIV prevention.
- Ads that feature county residents and advocates.
- Radio Interviews with Dr. Diane J. Young, Family Health Services Associate Director and other HIV experts on WKYS, WPRS and WMMJ
- **Coming Soon:** Ads focusing on immigrant populations.



# Message Spotlights

- Physician to physician
- Community partners' program highlights
- Promoting sex positive images
- Messages in Spanish
- Increasing visibility of the county's HIV prevention and treatment services
- Raising awareness about the availability of HIV prevention resources like condoms and PrEP
- Content that engages specific groups like ages 18-34, black heterosexual men, LGBTQ community, immigrants, and women.



# Engaging Various Communities



**CANCEL HIV**  
PRINCE GEORGE'S COUNTY

# HIV Prevention messages



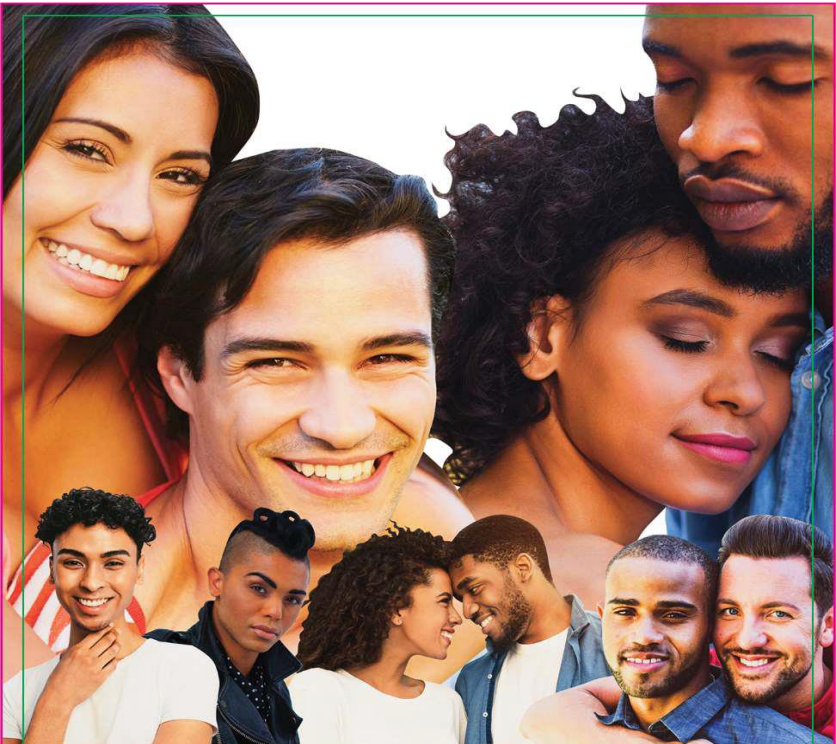
# Engaging Audiences through Video Animation





# Engaging Audiences through Video Animation




# Bus shelter ads



**No matter if you have sex with him, her or them, it's important to get tested for HIV and receive care and treatment if you test positive. Let's Cancel HIV in Prince George's County.**

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For information about HIV testing, care & treatment, contact 301-583-3150.





# HIV Prevention Novella style video series

- This newest media campaign raises awareness about HIV.
- Episodes are being aired on various streaming platforms.
- Watch the series on the Cancel HIV website page at [health.mypgc.us/endinghiv](http://health.mypgc.us/endinghiv)



# Positive Voices Podcast

A collaboration between DC Health, Prince George's County Health Department, and Montgomery County Health Department.



The podcast is presently in season 2. It amplifies the voices of our HIV community members, giving them space to share their life experiences.

<https://www.dcendshiv.org/podcast2>

**Ep. 207**  
TransHealth (Part 1)

**#207**  
**Sharing Spaces: Unpacking the Trans Experience**  
January 22, 2024 • 48:26

"We want our own lane, we're not here to replace anybody." And that's that on that! This week, Tei and Malachi are speaking with Dajjah Walters and Dr. Selena Dagnino about the trans community, trans health, and their experiences as trans women. If you take anything away from this episode, remember that trans women know what's best for them, and they deserve seats at the table to share that knowledge and experience with the world.

[View Episode →](#)

**Ep. 216**  
Black MSM: Navigating Being Most At-Risk

**#216**  
**Status, Behavior, and Stigma: Talking about HIV in the Black MSM Community**  
March 25, 2024 • 55:37

Black men who have sex with men are the demographic with the highest risk of contracting HIV, so you know we're going to talk about it. In this episode, we're joined by Mark and Zaine, who get into all the juicy details of past relationships, the do's and don'ts of disclosure, and the state of the Black MSM community in the DMV and abroad. The bottom line? "The positive person is not the problem, the behavior is the problem."

[View Episode →](#)

**Ep. 208**  
TransHealth Part 2

**#208**  
**Facts and Folklore In Trans Health**  
January 29, 2024 • 24:25

Dr. Selena Dagnino is back to use her experience to answer all of our questions regarding trans health. Weather fact or folklore, the truth is out there, which is why it's critical to listen to trans experiences AND trusted medical specialists. We're excited to share part two of our transgender-focused episodes! This program contains language and subject matter that some audiences may find triggering or sensitive. Our purpose is to encourage engagement in care and treatment, however, please consider your well-being before continuing.

[View Episode →](#)



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# Novella Video 1

PRINCE GEORGE'S COUNTY HEALTH DEPARTMENT PRESENTS

# LET'S TALK HIV PREVENTION

EPISODE 1



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# Where can residents get tested?

## **Cheverly Health Center**

3003 Hospital Drive  
Cheverly, MD 20785

## **Maternal and Child Health Center**

14207 Park Center Drive  
Suite 102  
Laurel, MD 20707



Get tested at the Prince George's County Health Department by calling (301) 583-3150 or visiting us at <https://health.mypgc.us/endinghiv> for more information and resources.

# HIV Treatment Messages

