



BROWN

Do One Thing, Change Everything

A Neighborhood Based HIV and Hepatitis C
Testing Campaign in Philadelphia, PA

Summary

In spite of treatment advances that have transformed HIV/AIDS into a chronic, manageable illness, HIV infection rates in some urban neighborhoods of the United States are now higher than in many countries in Sub-Saharan Africa. Hepatitis C, moreover, may be up to 10 times more prevalent in urban communities than HIV. Led by Dr. Amy Nunn, a faculty member at the Warren Alpert Medical School of Brown University, Do One Thing, Change Everything is an innovative campaign combating HIV and Hepatitis C (HCV). Now being launched in Southwest Philadelphia, PA, Do One Thing addresses a significant problem in public health: African Americans bear a disproportionate share of the US' HIV/AIDS and HCV disease burden and represent nearly 50 percent of new HIV infections. The Do One Thing campaign will be the first of its kind in the country and aims to both dramatically stimulate demand for and provide HIV and HCV testing in a medically underserved neighborhood in Philadelphia with high rates of HIV and HCV infection.

The Do One Thing Campaign

Do One Thing, Change Everything encourages all neighborhood residents to get tested for HIV and HCV, dramatically stimulating demand for and providing testing across the entire community. The primary goal is to diagnose and link as many individuals as possible to care services to reduce racial disparities in HIV and HCV infection. The secondary goal is to create a neighborhood-based HIV and HCV prevention model that can be replicated in other urban settings, with a focus on federally qualified health centers.

The Do One Thing campaign includes a large-scale social marketing and media promotion plan developed with Uniworld Group and Clear Channel; massive mobilization of community leaders and local institutions to promote and destigmatize testing; and widespread HIV and HCV testing. This includes a block-based testing campaign and a partnership with a local federally qualified health center to offer testing to all patients. During the pilot phase, 3,000 individuals will be tested, increasing the number of individuals undergoing HIV and HCV testing in the neighborhood by more than 15-fold. The full program aims to test 12,000 individuals. This community mobilization strategy capitalizes on Dr. Nunn's extensive engagement with clergy, businesses, block captains, non-profit agencies, health clinics, policymakers, recreation centers and other community leaders in a massive community effort to promote wider HIV/AIDS and HCV awareness, screening, treatment, and linkage to care. Over 60,000 people will be served by Do One Thing, and about 130 community members, medical students, and health workers will be trained through the project.

Leadership



Amy Nunn, ScD, MS, is an Assistant Professor of Medicine and Assistant Professor of Behavioral and Social Sciences in the Division of Infectious Diseases at the Warren Alpert Medical School of Brown University. Dr. Nunn conducts HIV prevention research related to health disparities and HIV/AIDS, HIV testing, concurrent sexual relationships, and how to best link people living with HIV/AIDS to treatment and care services.

She is a passionate advocate and has worked on HIV prevention research and programs in Philadelphia for the last five years. She has also partnered with dozens of faith-based leaders and other community leaders in AIDS advocacy, and her 2010 HIV prevention and testing campaign conducted in partnership with dozens of black clergy received widespread media attention and the endorsements of the region's major newspapers. In 2011, she established Philly Faith in Action, a coalition of over 60 black clergy members committed to promoting HIV testing, fighting AIDS stigma, and ending racial disparities in HIV infection in Philadelphia.

Dr. Nunn has received research grants from Harvard University, the US Departments of Defense and Education, the Rhode Island Foundation, the MAC AIDS Fund, and the National Institutes of Health. She received the "Outstanding New Researcher Award" at the 2009 CDC HIV Prevention Conference and an NIH Career Development Award in 2010. Dr. Nunn holds masters and doctoral degrees from the Harvard School of Public Health and is a former Fulbright Scholar.