THE FUTURE IS U: Charleston, SC

Presenter: Shanna Hastie, LMSW

October 11-13, 2022 | Barceló Sevilla Renacimiento
**Charleston Metro Area 95-95-95 Targets (2020)**

<table>
<thead>
<tr>
<th>PLHIV Diagnosed</th>
<th>PLHIV on ART</th>
<th>PLHIV Virally Suppressed</th>
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<tbody>
<tr>
<td>85%</td>
<td>67%</td>
<td>88%</td>
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Collaboration was key to intervention efforts....
U=U
Undetectable=Untransmittable

- On March 2, 2021, SHAPE Tri-County joined 1,020 organizations that are based throughout 120 countries in signing on to U=U campaign
- Evidenced-based research supports U=U
  - Living with HIV + Effective Treatment= "Undetectable"
- Importance of continued efforts to increase U=U messaging in Charleston and surrounding areas
  - **World AIDS Day 2020 (pictured top right)**
    - Ali Mansaray, Director (STD/HIV/Viral Hep Division) DHEC, poses with the U=U sign at the State House in Columbia, SC
  - **National HIV Testing Day 2021 (pictured bottom right)**
    - City of Charleston’s Mayor Tecklenburg held a press conference on June 25, 2021, at City Hall
Building on the Momentum of U=U led to…

Conceptualization of The Future is U
### Campaign Concept (Key Goals)

<table>
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<th>Remind</th>
<th>Remind people that HIV is a still a serious health issue in our community</th>
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<tr>
<td>Reduce</td>
<td>Reduce the stigma around HIV by normalizing the conversation</td>
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<tr>
<td>Educate</td>
<td>Educate people about being undetectable and untransmittable</td>
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<tr>
<td>Empower</td>
<td>Empower people to take charge of their health and encourage them to get tested and treated</td>
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Funding (3-Yr Strategy)

2020
- PSA grant award $2,000
- Eligibility: SHAPE initiatives in each region (Midlands, Upstate, PeeDee, Lowcountry)
- Increase awareness and provide education regarding STIs/HIV/PrEP or co-infections at the regional level
- Provide post-data regarding intervention
- Ryan White Wellness Center (RWWC) utilized marketing team + $ led to The Future is U website

2021
- Received additional $3000 PSA grant award
- Expand on The Future is U with Digital Billboard
- Initiate PSA campaign by December 31, 2021

2022
- Additional $3000 pending
- The Future is U on social media platforms (i.e. Instagram)
Target Audience

- Adults 18+
- Tricounty area (Berkeley, Dorchester, Charleston)
- All genders, races, sexual orientations
  - LGBTQIA communities are key part of our audience, but we focused on inclusivity of all
The Future Is U

- Is a collaborative effort developed by community partners to address the stigma of STI/HIV and to promote STI/HIV awareness and prevention

Thefutureisu.org
Digital Billboard helps to Expand Messaging

- Adams Outdoor Marketing
- Digital Billboard Campaign of The Future is U
- The beltline and major interstate highway in the Charleston area
- Dec. 6, 2021 - Feb. 27, 2022
- Total Impressions (18+)
  - 2,476,800
Next Steps

• Fast Track Cities Community Chats
• Increase reach in rural areas
• Tap into social media & dating apps
• Safety of gathering information from billboard while driving
• Apply for additional funding
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