

THE FUTURE IS U: Charleston, SC

Presenter: Shanna Hastie, LMSW



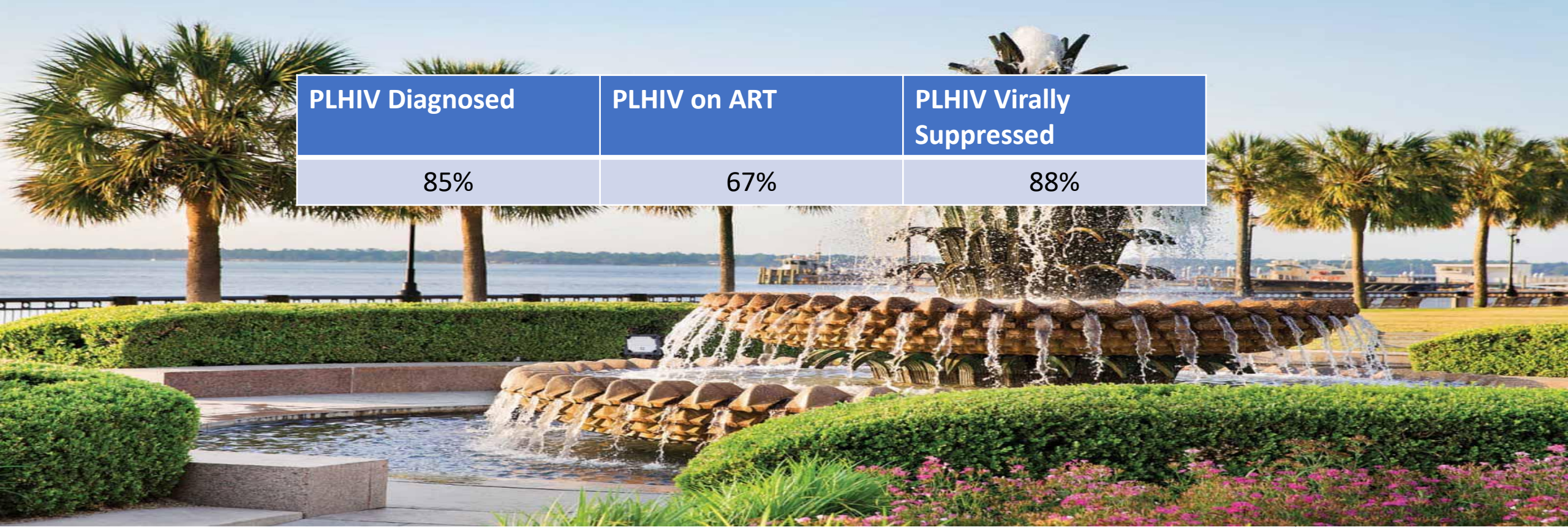
October 11-13, 2022 | Barceló Sevilla Renacimiento

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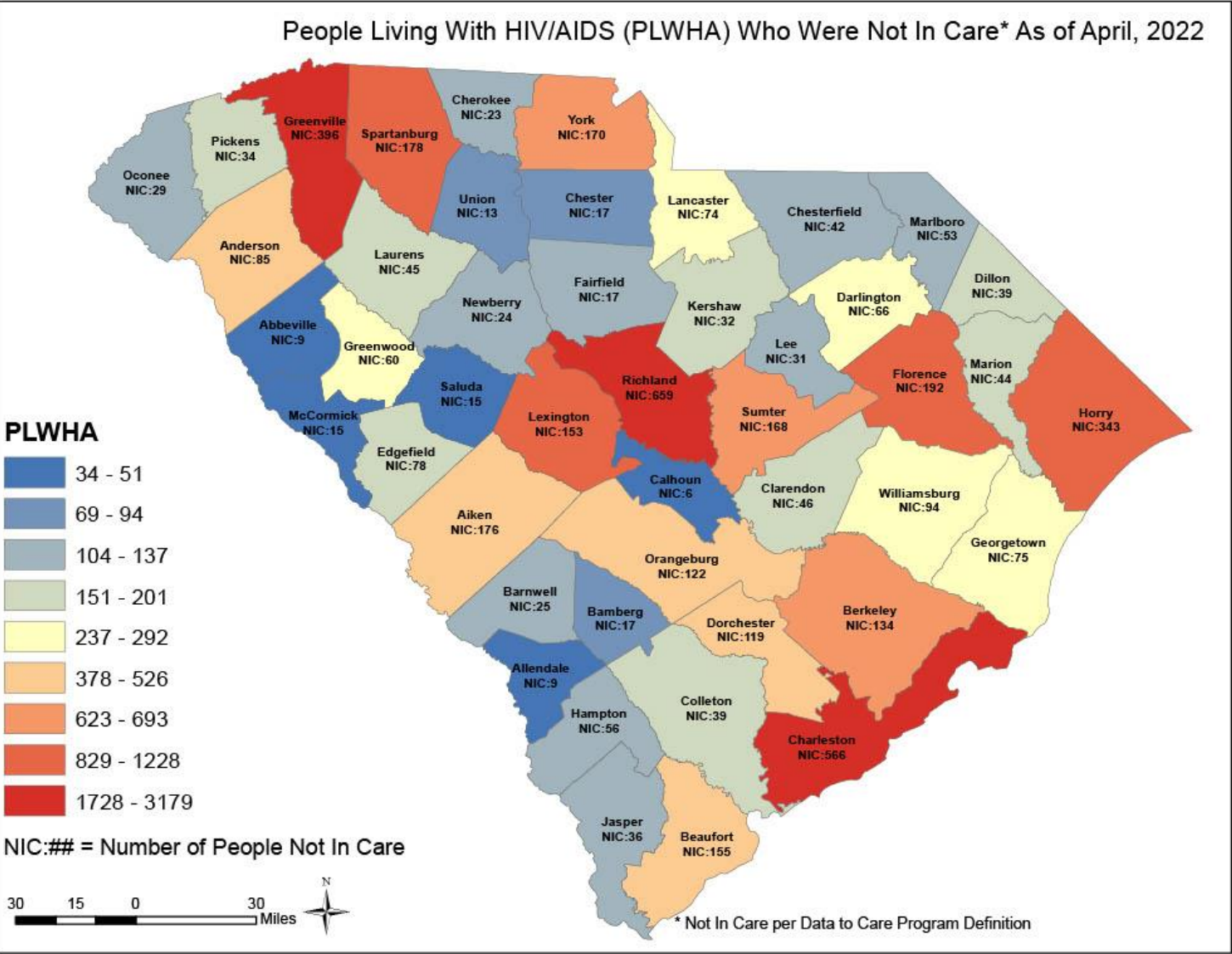
AYUNTAMIENTO DE SEVILLA



# Charleston Metro Area 95-95-95 Targets (2020)



PLHIV Diagnosed	PLHIV on ART	PLHIV Virally Suppressed
85%	67%	88%



Berkeley  
NIC: 134

Charleston  
NIC: 566

Dorchester  
NIC: 119



Collaboration was key  
to intervention  
efforts....



# U=U

## Undetectable=Untransmittable

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- 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)

## Remind

Remind people that HIV is still a serious health issue in our community

## Reduce

Reduce the stigma around HIV by normalizing the conversation

## Educate

Educate people about being undetectable and untransmittable

## Empower

Empower people to take charge of their health and encourage them to get tested and treated

# 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





## 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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