



# EQUITABLE HEALTH LITERACY INTERVENTIONS: PROMOTING ADHERENCE TO HIV TREATMENT AND CARE

Tamara Taggart, PhD, MPH

**Adherence 2023 • June 11-13 • Puerto Rico**



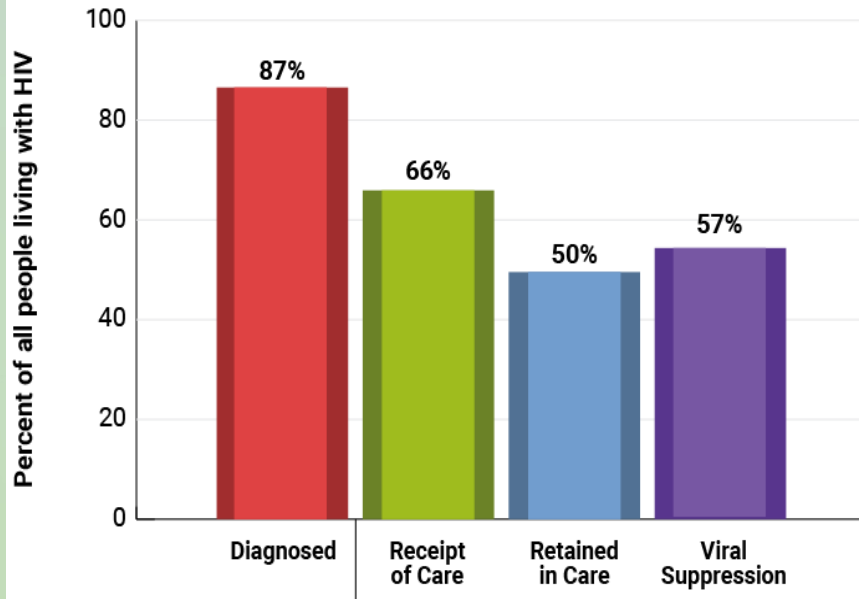
*I have no relevant financial relationships with ineligible companies to disclose*

# Background

#ADHERENCE2023



**Prevalence-based HIV Care Continuum,  
U.S. and 6 Dependent Areas, 2019**



HIV.gov. understand the HIV care continuum

UNAIDS. 90-90-90

## 90-90-90: Treatment for all



There are 38 million  
people living with HIV



81% know they are  
HIV-positive  
The rest do not



Two out of three people  
living with HIV are on  
antiretroviral therapy



Only 59% of people living  
with HIV have undetectable  
levels of the virus

### 90-90-90 HIV treatment targets

30 million people  
on treatment  
by 2020

90% of people  
living with HIV know  
their status

90% of people who  
know their HIV-positive  
status are on  
antiretroviral therapy

90% of people  
on antiretroviral  
therapy are virally  
suppressed



# Health literacy and HIV care

- Health literacy is one's ability to acquire, communicate, and manage basic health information and services to make **informed health decisions**
- Driver of HIV acquisition and poor HIV care outcomes
- Social-structural and psychosocial factors contribute to mechanisms connecting race, health literacy, and HIV care



# Health literacy and ending the global AIDS epidemic

- Retention in HIV care and ART adherence
- Social support
- Intersectional stigma
- Health care environment and patient-provider communication
- Anti-LGBTQ laws and HIV criminalization



# Proven effective interventions

#ADHERENCE2023



Randomized Controlled Trial > [J Acquir Immune Defic Syndr](#). 2013 May 1;63(1):42-50.

doi: 10.1097/QAI.0b013e318286ce49.

## Randomized clinical trial of HIV treatment adherence counseling interventions for people living with HIV and limited health literacy

Seth C Kalichman<sup>1</sup>, Chauncey Cherry, Moira O Kalichman, Christina Amaral, Denise White, Tamar Grebler, Lisa A Eaton, Dean Cruess, Mervi A Detorio, Angela M Caliendo, Raymond F Schinazi

## A Systematic Review of Health Literacy Interventions for People Living with HIV

[Joseph Perazzo](#) ✉, [Darcel Reyes](#) & [Allison Webel](#)

[AIDS and Behavior](#) 21, 812–821 (2017) | [Cite this article](#)

> [Neurobehav HIV Med](#). 2012 Oct 18;4:113-121. doi: 10.2147/NBHIV.S36549.

## Baseline medication adherence and response to an electronically delivered health literacy intervention targeting adherence

Raymond L Ownby<sup>1</sup>, Drenna Waldrop-Valverde, Joshua Caballero, Robin J Jacobs

## Feasibility and Acceptability of an Adolescent-Friendly Rap Video to Improve Health Literacy Among HIV-Positive Youth in Urban Peru

[Carly A. Rodriguez](#), [Alexander Winnett](#), [Milagros Wong](#), [Neha Krishnam](#), [Nicole Ocasio Martínez](#), [Lady J. Perez](#), [Lenka Kolevic](#), [Leonid Lecca](#) & [Molly F. Franke](#) ✉

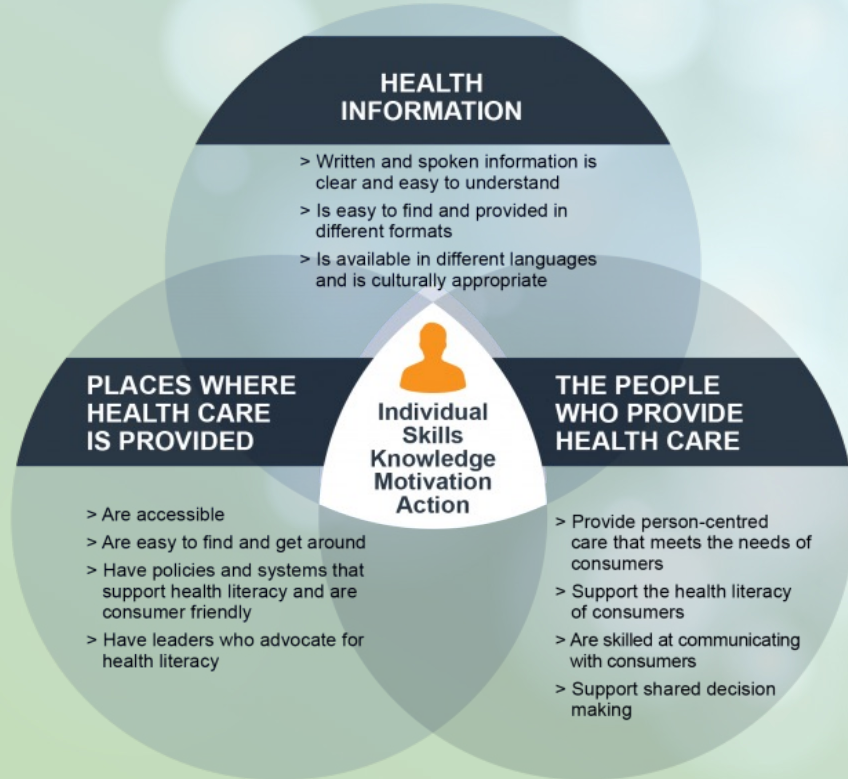
[AIDS and Behavior](#) 25, 1290–1298 (2021) | [Cite this article](#)

An illustration of two hands. The top hand is holding a single white pill between its thumb and index finger. The bottom hand is open, palm up, with several white pills arranged in a curved line across it. The background is a light blue and green gradient.

**What do we need to do next?**



# Health literacy is individual and community







“We have to learn that people who can read may still be illiterate when it comes to understanding health-related information.

We see the ability to read as an indicator of functional health literacy but it’s not.”





# Health literacy as part of multilevel approaches

		Levels of Influence*			
		Individual	Interpersonal	Community	Societal
Domains of Influence (Over the Lifecourse)	Biological	Biological Vulnerability and Mechanisms	Caregiver–Child Interaction Family Microbiome	Community Illness Exposure Herd Immunity	Sanitation Immunization Pathogen Exposure
	Behavioral	Health Behaviors Coping Strategies	Family Functioning School/Work Functioning	Community Functioning	Policies and Laws
	Physical/Built Environment	Personal Environment	Household Environment School/Work Environment	Community Environment Community Resources	Societal Structure
	Sociocultural Environment	Sociodemographics Limited English Cultural Identity Response to Discrimination	Social Networks Family/Peer Norms Interpersonal Discrimination	Community Norms Local Structural Discrimination	Social Norms Societal Structural Discrimination
	Health Care System	Insurance Coverage Health Literacy Treatment Preferences	Patient–Clinician Relationship Medical Decision-Making	Availability of Services Safety Net Services	Quality of Care Health Care Policies
Health Outcomes		 Individual Health	 Family/ Organizational Health	 Community Health	 Population Health

# Health literacy and communication

#ADHERENCE2023



Don't just worry  
about HIV  
Do something about it.

Just worrying about HIV infection won't do you a lot of good. But knowing whether you are infected will.  
Today, it's more important than ever to get tested. There are things you can do that can help you live longer.  
Also, remember, if you are infected, you can pass the virus to others through sex or sharing drug needles and syringes, even if you show no symptoms.  
Talk to your doctor, local health department, or other HIV counselor for more information. It's called your "U=U" (Undetectable = Untransmittable) test.  
HIV is the virus that causes AIDS.  
AIDS is a disease that can be prevented.

HIV is the virus that causes AIDS.





# Crowdsourcing to achieve equity in health messaging and literacy





EVERY FRIDAY NIGHT!  
**DANCE Contest!**  
100 TO ENTER \$20.00 PRIZE  
PLUS A  
Free Chicken Dinner  
AT ELVIRAS!

WELCOME TO  
**THE SUGAR SHACK**  
DANCING EVERY FRI. SAT. NIGHT  
FEATURING  
**BIG DADDY RUCKER**

LISTEN TO  
**WMPC**

#ADHERENCE2023



**Thank you!**  
**Tamara Taggart, PhD, MPH**  
**[ttaggart@gwu.edu](mailto:ttaggart@gwu.edu)**



ERNIE BARNES