



2025 SUMMIT

September 15-17, 2025
New Orleans

Expanding Impact through Shared Responsibility- New Orleans

9/16/25

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September 15-17, 2025



WHAT DID WE NEED TO DO?

- Implement bold and innovative initiatives to work towards ending the HIV epidemic
- Get the word out about HIV services and resources
- Give something the community can stand behind and to be proud to be a part of to share their stories
- Anchoring platform to share HIV prevention and treatment related messages that anyone can find a place for themselves.

WHAT WERE WE UP AGAINST?

- Time
- Grant deadlines
- Grant allowable vs Unallowable costs
- Personnel knowledge, skills and time
- Procurement Processes



B2Z Launched December 1, 2022

- Press release/Press conference
- Bounce to Zero website
- Established the brand identify, voice and key messages
- Built the website. social platforms, messaging guidelines
- 1st Stigma Summit
- Bounce Ball

Year 1 (FY23)

- Contents creation: videos, prints
- Media Relations for TV, Print and Online Outlets
- Digital and social ads Search Engine Marketing (SEM) in All Parishes
- Outdoor and Transit Media
- Billboards, Streetcars, Bus Shelters, Bus Kings/Bus Interiors
- Centralized Linkage Emails to Key Demographics

Year 2 (FY24)

- Stigma reduction educational videos
- Website in Spanish and Vietnamese
- Enhanced transit presence with additional bus shelters, bus interiors
- Executed and launched Stigma PSAs: Airing on WDSU (NBC), WVUE (FOX), WWL (CBS),WGNO, WNOL, and Cox
- Market research

Year 3 (FY25)

- Campaigns to build followers and enhance word of mouth
- Outreach to Spanish-speaking audience with emails, digital radio, and collateral to promote At Home Testing and Centralized Linkage
- Market research
- Website optimizations: add Mythbusters, FAQs to site

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What did we get?

Big Freedia helping to elevate the campaign
Centralized Linkage
U=U
PrEP/PEP
Text-to-Test
Messages that represent New Orleans



THROW ME SOMETHIN'!
GET LINKED WITH
FREE HIV CARE
AND SERVICES

Call or text
(504) 884-3307
to link up with care.

BOUNCE to ZERO

[LEARN MORE](#)



**UNDETECTABLE
=
UNTRANSMITTABLE**

People
consistently taking
HIV medications
cannot sexually
transmit the virus.

U=U

**MUSIC BRINGS US
TOGETHER
HIV STIGMA TEARS US
APART**

BOUNCE to ZERO

[LEARN MORE](#)



LET'S GET T'WERK.
-BIG FREEDIA

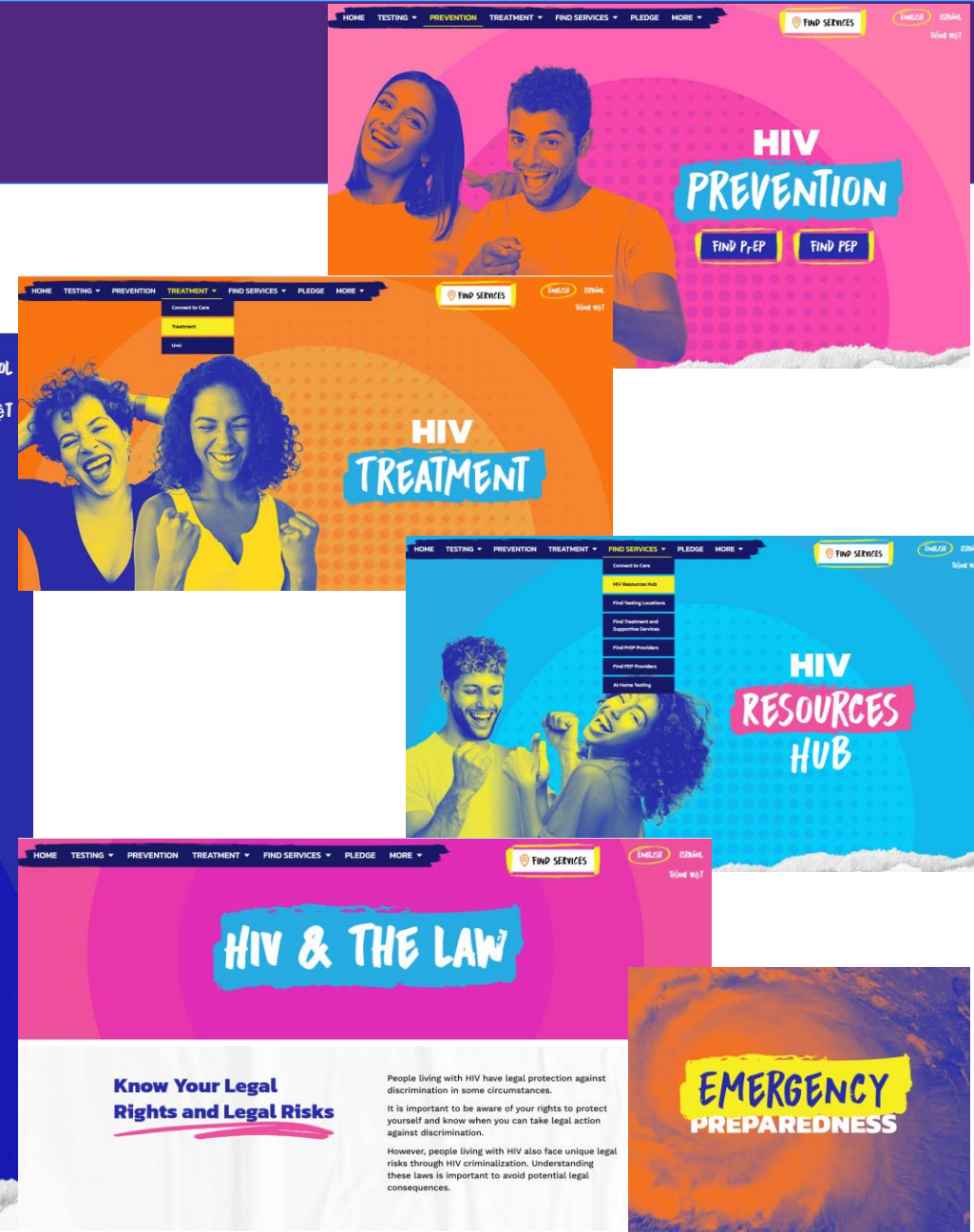
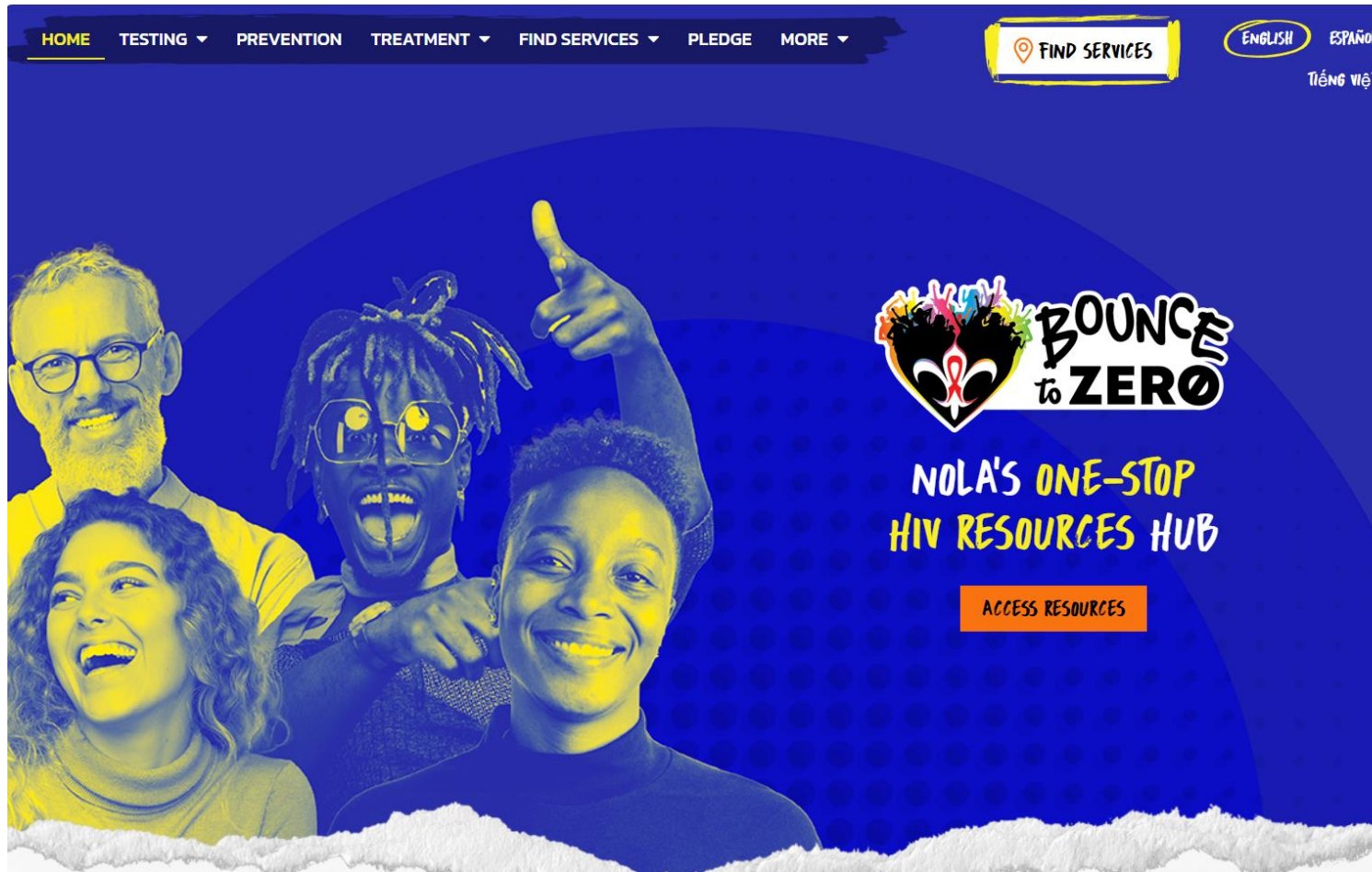
BOUNCE to ZERO

**ENDING
THE HIV
EPIDEMIC**

- **TEST**
- **PREVENT**
- **TREAT**

[LEARN MORE](#)

What did we get?



Impact to Date

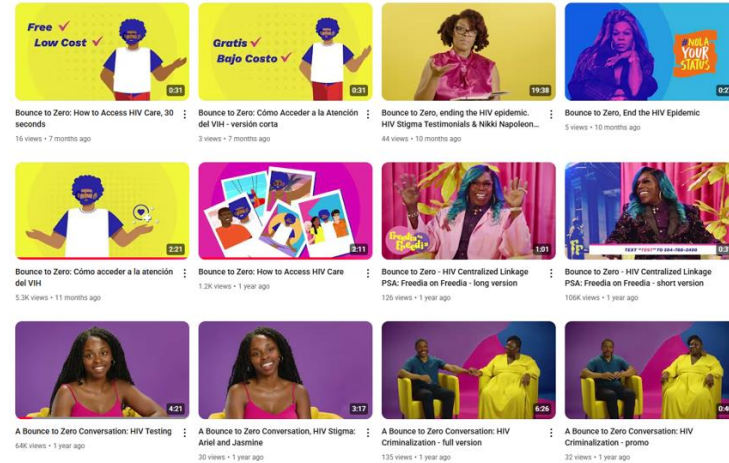
December 2022 through August 2025

- **Paid Impressions:** **2,098,115,522**
 - Outdoor/Transit 2,050,292,737
 - Digital Ads 26,538,857 | Clicks* 20,765
 - Paid Social 20,979,581 | Clicks 111,825
 - SEM 304,347 | Clicks: 24,389
- **Email Impressions:** **663,610**
 - Opens 125,025
 - Clicks 21,088
- **Earned Impressions:** **7,120,821**
- **Social Impressions:** **974,867**
 - Facebook 39,919
 - Instagram 914,099
 - X/Twitter 20,849

- **Website Metrics:**
 - Total Users: 159,428
 - Total Sessions: 179,615
 - Total Views: 230,794
- **Pledges to Date:** **1,449**
- **Social Metrics:**
 - Facebook Followers 1,366
 - Instagram Followers 663
 - X/Twitter Followers 76

Impact

- Increased Partnerships
- Exposure- PSAs, TV coverage through news outlets
- Contents utilized to introduce staff new to HIV
- Increased opportunities to have conversations on HIV



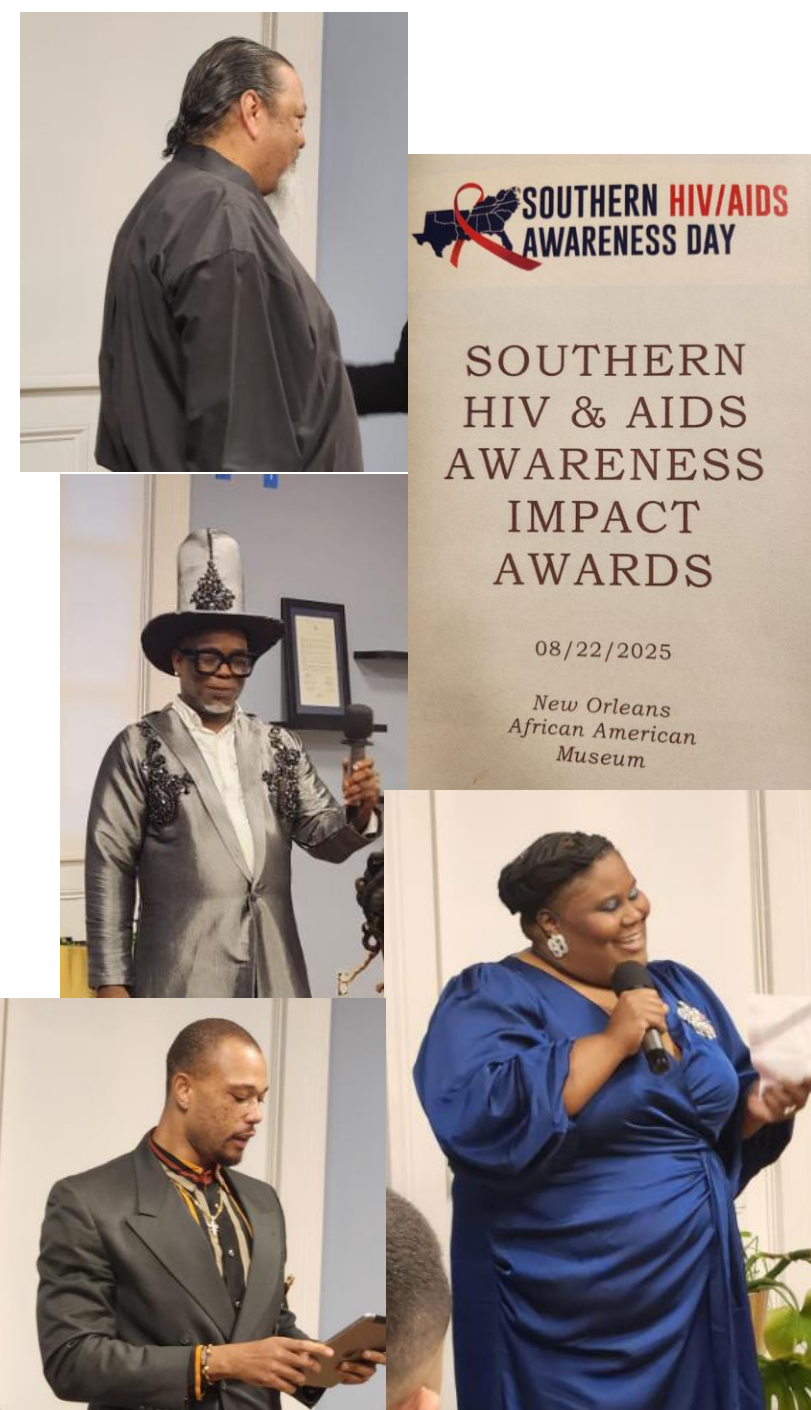
Impact

- **Centralized Linkage:** Launched in 2023, ~250 have been linked to prevention resources (PrEP/PEP) or HIV treatment related services. Linked new cases, re-engaged individuals out of care, and assists with PLWH transitioning to the area
- **Text-to-Test:**
 - 697 Text-to-Tests requested
 - 98 outreach events held (including street outreach)
 - Leveraged and included Syphilis at-home test kits
- **Targeted outreach events**
 - 2,396 outreach encounters
- **Stigma Summit**
- **8% (324) increase in PLWH served to ~4,300**



Leveraged Pharmaceutical Resources

- Working with the Planning Council and local universities to support activities that may not be able to cover under our grant or have the capacity to provide, including space rental, educational activities, food...etc.
- Do It for Me HIV awareness brunch
- Southern HIV/AIDS Awareness Day (funded by multiple private pharmaceutical companies)
 - Week-long activities that focuses on communities affected by HIV, including women, men, youth (back to school)..etc
 - Brings attention to HIV in the South
 - SHAAD awards



Federal Funds Cannot Be Replaced

FY 24 Ryan White Program funding for Louisiana

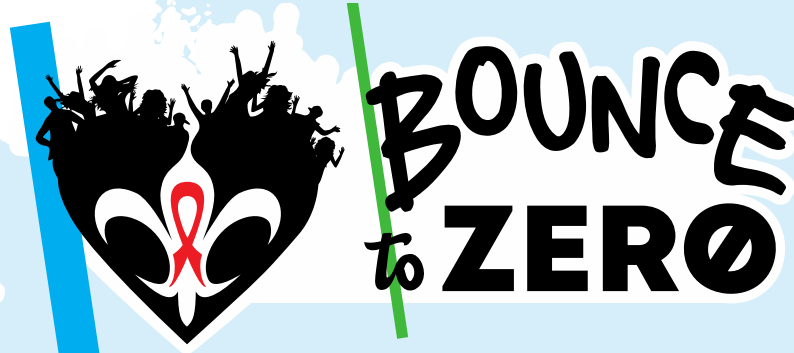
- Part A: \$12,809,578
- Part B: \$24,064,083
- Part C: \$5,915,626
- Part D: \$2,878,348
- EHE: \$4,000,000
- Total: \$45,063,487

21,816

*People living with HIV in
Louisiana in 2022*

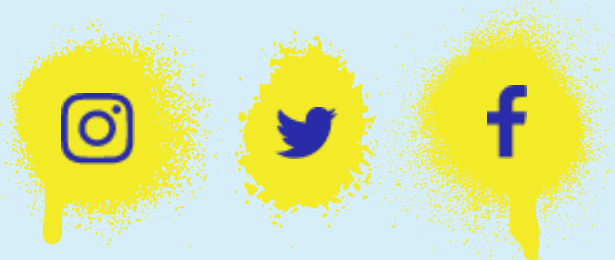
90.6% of Ryan White
clients are virally
suppressed.

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An Initiative to End
the HIV Epidemic

BOUNCETOZERO.COM



@bouncetozero

