



STRATEGIC PLAN AUGUST 2009

Goal 1: New HIV infections in San Francisco will be reduced by 50% by 2015.

Background and Rationale: HIV infection rates have remained fairly stable for more than a decade, at about 55,000 in the U.S., 7,000 in California, and 900 in San Francisco. The Foundation sees as its primary purpose a quantifiable reduction in the rate of new HIV infections. Collaborating with the research, clinical and public health communities, local government, donors and other stakeholders, the Foundation will achieve a radical reduction in infections by pursuing the frontiers of HIV prevention. We will rely on proven scientific research and community knowledge, including the expertise of our staff, to devise new prevention tools and ensure that federal, state and local legislation supports a climate hospitable to effective HIV prevention.

Strategy 1: Eliminate the systemic barriers to HIV testing and screening and to people's knowledge of their HIV serostatus.

Action Steps: The Foundation, in collaboration with HIV/AIDS and public health partners, will:

- lobby and advocate for legislative change to eliminate regulatory, statutory, human resource and financial barriers to HIV testing and screening, such as rules about who can provide an HIV test and whether health insurance covers the cost of testing;
- mobilize the public (including staff, clients and donors) through various communication methods to get tested and to support our legislative efforts;
- engage in resource and policy analysis of the feasibility of HIV screening in San Francisco;
- conduct outreach, workshops, and referrals to encourage HIV testing; and
- disseminate public information in print and electronic publications and during contact with clients to promote the benefits of getting tested and knowing one's HIV serostatus.

Strategy 2: Develop and promote effective sexual and substance use harm reduction strategies.

Action Steps: The Foundation will contribute to the evidence base around sexual and substance use harm reduction that contributes to HIV transmission and will:

- produce an HIVision public forum and related materials that identify the sexual harm reduction strategies employed by gay men;
- disseminate that evidence to policymakers, staff, programs, clients and the general public through print and electronic formats, public events and other channels;
- rigorously evaluate Foundation programs (e.g., Stonewall, Speed Project, Magnet, and BBE) and implement the results to increase their effectiveness; and
- lobby at the local, state and federal levels for legislation that promotes and funds sexual and drug use associated harm reduction strategies.

Strategy 3: Apply the findings/evidence from research on the use of antiretroviral therapy (ART) for prevention to San Francisco.

Action Steps: The Foundation, in collaboration with our research and advocacy partners, will:

- engage in research projects that help determine the role of ART in HIV prevention;
- seek funding to support this research;
- facilitate community education and discussion about ART for HIV prevention to inform policy;
- assess findings from pre-exposure prophylaxis (PrEP) studies and determine possible implementation strategies for the Foundation and/or others; and
- promote treatment education and adherence, including in the context of patient-provider relationships, as HIV prevention strategies.

Goal 2: By 2015, everyone in San Francisco aged 13 to 64 will know their current HIV status.

Background and Rationale: Accurate knowledge of HIV status is critical to individual and community health. Even in San Francisco, 18 percent of people living with HIV are unaware of it. Not knowing one's HIV status may mean delaying entry into appropriate treatment and care and failure to engage in precautions that protect sexual or needle-sharing partners from infection. For HIV infections to decrease, HIV testing and screening must become part of routine health maintenance and a topic of frank, non-judgmental discussion in medical settings. The Foundation will make testing and screening central to its work, conducting advocacy and public education about the benefits of testing, determining the feasibility of city-wide HIV screening, and optimizing its own and others' capacity to provide HIV testing.

Strategy 1: Eliminate the systemic barriers to HIV testing and screening and to people's knowledge of their HIV serostatus.

Action Steps: The Foundation, in collaboration with HIV/AIDS and public health partners, will:

- lobby and advocate for legislative change to eliminate regulatory, statutory, and resource (human and financial) barriers to HIV testing and screening, such as rules about who can provide an HIV test and whether health insurance covers the cost of testing;
- mobilize the public (including staff, clients and donors) through various communication methods to get tested and to support the Foundation's legislative efforts;
- engage in resource and policy analysis of the feasibility of HIV screening in San Francisco;
- conduct outreach, workshops and referrals to encourage HIV testing; and
- disseminate public information in print and electronic publications and during contact with clients to promote the benefits of getting tested and knowing one's HIV serostatus.

Strategy 2: Increase the capacity of appropriate HIV/STI testing sites.

Action Steps: The Foundation, in collaboration with advocacy, program, and public health partners, will:

- lobby and advocate for adequate funding for HIV/STI testing and screening including for acute HIV infection (AHI), in San Francisco;
- increase the availability of HIV testing in our own programs and services (e.g., Magnet, Needle Exchange, Stonewall);
- encourage our clients and program participants to know their HIV status and to get their partners to also know theirs by taking advantage of HIV testing services; and
- convene a working group to optimize collaborative HIV testing capacity and access.

Goal 3: All HIV-positive people in San Francisco will be receiving appropriate primary medical care by 2015.

Background and Rationale: Essential to making progress against HIV is a concerted effort to provide health care access to people living with HIV, both to improve their overall health and to reduce the likelihood of further transmission through ART up-take and behavioral change. The Foundation is determined to eliminate institutional and political obstacles to access, and to empower clients and others to understand and advocate for access. Because quality of life is closely related to good health, the Foundation will continue to offer programs focused on the health of people with HIV and AIDS, from housing and medical referrals to social networking, skills-building and treatment for substance abuse.

Strategy 1: Ensure universal access to health care.

Action Steps: The Foundation, in collaboration with HIV and health care advocacy partners, will:

- engage in direct lobbying, advocacy, and consumer education to ensure that HIV/AIDS coverage is sustained and supported through any health-care reform process occurring at the local, state and federal levels; and
- ensure that 90% of our own programs and services clients are linked to and maintained in medical care.



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The San Francisco AIDS Foundation provides leadership to prevent new HIV infections. Linking community experience with science, the Foundation develops groundbreaking prevention programs and bold policy initiatives to promote health and create sustainable progress against HIV. A community-based organization established in 1982, the San Francisco AIDS Foundation refuses to accept that HIV transmission is inevitable.