

# ACCELERATE!



## Activating Insights: Community Investments to Make Testing A Bridge to Prevention, Care, and Treatment.

Aligned with the National HIV/AIDS Strategy, ACCELERATE! is ViiV Healthcare’s four-year, \$10 million commitment to fund innovative projects that support the health and well-being of Black gay men in two cities hardest hit by HIV—Baltimore, Maryland, and Jackson, Mississippi.

ACCELERATE! investment opportunities are rooted in community insights gained from deep listening activities. We want to hear men’s experiences and prioritize their perspectives on how to create person-centered solutions to improve men’s lives.



Through local listening activities with HIV+ and HIV- Black gay men, advocates, health care providers, AIDS service organizations, and national advisors—several insights emerged around the importance of enhancing approaches that connect men with sustainable prevention strategies that will help them remain HIV-between testing.

### 1 HIV testing was widely available and accepted as a part of life for men in the study, particularly when they were not in serious relationships.

I was making sure I was ok. I would get tested every 3 months because HIV was spreading quick.”  
— Research participant

Testing is what I did.”  
— Research participant

### 2 Many men did not get tested with an eye toward starting treatment; they got tested to confirm their negative status.

We saw a sign [for free testing], it said it wouldn’t take long, 5 or 10 minutes, and we were in the building, so we just decided, okay, yeah, we’ll go get tested, let’s just see.”  
— Research participant

### 3 Testing was not the pathway to care that it could be, whether they tested positive or negative.

[When I tested negative], they told me I was good to go.”  
— Research participant

Once they told me that I had it, I tuned them out, and I was ready to go home. I thought, ‘now I’ve got it, they want to get a caseworker and find out this and that,’ and I thought ‘yeah that’s fine, but I really just want to go home.’  
— Research participant



Through investment opportunities during the next several years, ACCELERATE! will provide a platform for new projects and collaborations and will support enhanced, community-driven efforts. This investment opportunity—Make Testing A Bridge To Prevention, Care, and Treatment—will support innovative strategies that enhance the testing experience and help men find options for prevention, care, and treatment to reach their personal goals and aspirations.



## Investing To Make Testing a Bridge to Prevention, Care, and Treatment

ACCELERATE! aims to invest in approaches that optimize the testing experience for Black gay men and enhance efforts to better link men to healthcare, pre-exposure prophylaxis (PEP), post-exposure prophylaxis (PrEP), and other supportive resources. Testing can be an ideal time to discuss prevention strategies that individuals or couples are using. This pivotal time with men has the potential to support their ongoing engagement with medical care—essentially, meeting men where they want to be.

### Our Commitment

#### » Local Grantees

ViiV Healthcare is providing grants through ACCELERATE! to support projects in Baltimore and Jackson that activate the opportunity for prevention, care, and treatment when testing occurs by:

1. **Enhancing an existing testing protocol** and incorporating innovative and alternative strategies for connecting men to relevant resources; and
2. **Improving linkage and re-engagement** in high-quality care for those who test positive.

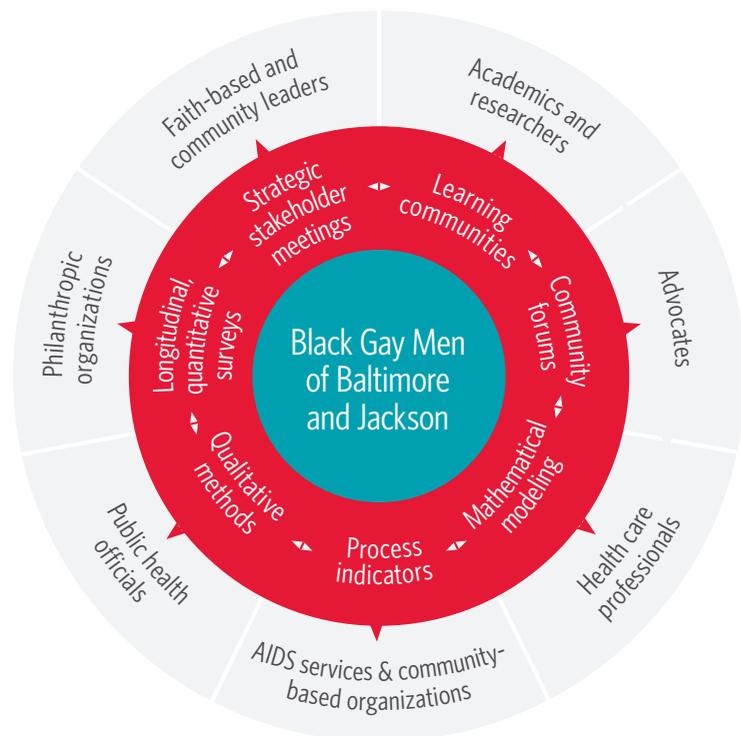
Projects will use strategies that engage men, their social and sexual networks, men in committed relationships, and men who use take-home HIV tests. Projects will use technology and online communities to increase education and linkage for people testing both at clinics and for self-testers using take-home tests.

#### » Learning Communities

Learning Communities **connect all grantees** across ACCELERATE! to build **community leadership**, strengthen knowledge around **the standard of HIV care**, and **encourage connectivity** to enhance partnerships and collaboration.

### Assessing Progress

At ViiV Healthcare, we see ourselves as part of the solution in advancing the response to HIV in Baltimore and Jackson. An external evaluation team from academic institutions in Baltimore and Jackson will help define and measure the progress and impact of the programs supported by ViiV Healthcare's ACCELERATE! We will share the findings from ACCELERATE! nationally with the goal of helping Black men throughout the U.S. thrive in their communities.



ViiV Healthcare was established to **take an innovative approach to the challenge of HIV**—and we do. It's who we are.

An innovative approach means we **go beyond developing new medicines**. We **seek insights** to better understand the unmet needs of people living with HIV. We **connect individuals and communities to help drive solutions** focused on providing the same **standard of care** for all people living with HIV. We **develop and support community programs** that focus on HIV prevention, care, and treatment. The **voice of the HIV community informs everything we do**.

As the **only company solely focused on HIV**, we **think differently, act differently, and connect differently** to improve the lives and outcomes for all people affected by HIV.

To learn more, visit [viivhealthcare.com/us](http://viivhealthcare.com/us) and follow us  @ViiVUS

