



CAPACITY BUILDING ASSISTANCE (CBA) FOR HIGH IMPACT
HIV PREVENTION PROGRAM INTEGRATION (PS19-1904)

CBA PROVIDER NETWORK (CPN) DIRECTORY



Funded by Centers for Disease Control and Prevention

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Capacity Building Assistance (CBA) for High Impact HIV Prevention Program Integration (PS19-1904)

CBA Provider Network (CPN) Directory

The Centers for Disease Control and Prevention (CDC), Division of HIV/AIDS Prevention's Capacity Building Branch currently funds 17 organizations under PS19-1904: Capacity Building Assistance (CBA) for High Impact HIV Prevention Program Integration.

The program, which began on April 1, 2019, supports the federal initiative, Ending the HIV Epidemic: A Plan for America. By strengthening the capacity and improving the performance of the nation's HIV prevention workforce—including staff at state and local health departments, community-based organizations (CBOs), and healthcare organizations—the program will provide the hardest hit communities with the additional expertise, technology, and resources required to address the HIV epidemic.

The funding supports a CBA Provider Network (CPN) that implements national training, regional technical assistance, continuous quality improvement and sustainability for CBOs, and marketing and administrative support. By enabling the HIV prevention workforce to optimally plan, integrate, implement, and sustain comprehensive programs and services, the CPN will help make it possible to achieve the nation's HIV prevention goals.

CBA program features include:

- More training options in classroom, E-learning, and blended formats and at different skill levels to effectively reach a wide range of HIV service providers;
- More tailored technical assistance services, with an increased focus on responding to regional and local capacity building needs and preferences; addressing implementation challenges for HIV prevention programs and services; and providing peer-to-peer learning, support, and mentorship; and
- Support for senior and mid-level HIV prevention program managers within CBOs through a web-based distance learning program to address programmatic continuous quality improvement and organizational sustainability.

To access CBA program services:

For CDC directly-funded organizations:

1. Check with your CDC Project Officer.
2. Submit a CBA Tracking System (CTS) request at [CDC.gov/CTS](https://www.cdc.gov/CTS).
3. Login credentials for current CRIS users will work in CTS.

For Organizations that are not directly-funded by CDC:

1. Contact the CDC-funded health department in your jurisdiction to submit a CTS request for your organization.
2. A list of health department CTS users, who can submit CTS requests on behalf of other organizations, can be found at the Health Department CTS Users tab at [CDC.gov/CTS](https://www.cdc.gov/CTS). For assistance with CTS, contact cdccts@cdc.gov.

To view and register for Classroom Trainings:

1. Access the National HIV Classroom Learning Center training calendar hosted at: https://www.caiglobal.org/index.php?option=com_content&view=article&id=1180&Itemid=1975
2. Pre-register for your selected course via the course title link provided in the training calendar.
3. Complete your registration on CDC TRAIN as directed when you receive an email from the National HIV Classroom Learning Center. You must join the HIV CBA Learning Group and locate the HIV CBA Training Plan in order to complete your CDC TRAIN registration for a specific classroom session. Go to CDC TRAIN: <https://www.train.org/cdctrain/welcome>

To access E-learning modules, including classroom training prerequisite courses:

1. Log-in to CDC TRAIN and access the HIV CBA Training Plan (step-by-step instructions are available).
2. Select the module you wish to take.
3. Launch the module or save the module for later.

As an ongoing resource, the CPN directory provides the most current information about each CBA provider and their available CBA services.

Component 1

National Training

ETR Associates' mission is to develop, implement, evaluate, and disseminate science-based resources to advance health and opportunities for youth, adults, and communities. As a member of the CPN, ETR Associates is one of two National HIV E-learning Centers that provide online training to the HIV prevention workforce. ETR Associates' focus is creating products and services that strengthen prevention for persons with HIV, particularly medication adherence. ETR has demonstrated expertise in delivering training using the full range of learning delivery modes: synchronous learning (live, virtual, and in-person), asynchronous learning (self-paced E-learning, resource development, and distribution), and blended learning.

Areas of Expertise:

- Prevention for persons with HIV
- Integrated HIV activities
- Structural interventions
- Virtual learning: self-paced E-learning, live virtual training, blended learning
- Accessible Section 508-compliant design and development



Track A:

National HIV
E-learning Center



Address: 630 San Pablo Avenue
Suite 500
Oakland, CA 94612-1506

Phone: 303-550-1950

Email: Teri Baugh
teri.baugh@etr.org

Website: www.etr.org/about-us/our-projects/evolve

Social Media:

<https://twitter.com/ETRorg>

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HealthHIV is a national nonprofit organization working with organizations, communities, and healthcare providers to advance effective prevention, care, and support for people with, or at risk for, HIV and HCV through education and training, technical assistance (TA) and capacity building, advocacy, and health-services research and evaluation. As a member of the CPN, HealthHIV is one of two National HIV E-learning Centers that provides online training to the HIV prevention workforce. HealthHIV develops training of trainer curricula, delivers national webcasts, and conducts in-person trainings. In addition to the areas of expertise listed below, HealthHIV's training focus includes pre-exposure prophylaxis (PrEP) enrollment and adherence, routine HIV testing in clinical settings, historical trauma and medical mistrust, evidence-based behavioral health engagement, peer navigation, and community mobilization.

Areas of Expertise:

- Integrating HIV care and behavioral health in primary care
- Building care networks for HIV prevention and treatment
- Implementing biomedical HIV prevention strategies
- Increasing cultural and linguistic competence of clinical providers
- Improving organizational sustainability to provide HIV services
- Advancing trauma-informed approaches in HIV programs



Track A: National HIV E-learning Center



Address: 2000 S Street NW
Washington, DC 20009

Phone: 202-507-4731

Email: Marissa Tonelli
marissa@healthhiv.org

Website: <http://healthhiv.org/programs/health-learning-center/>

Social Media:
<https://www.facebook.com/HealthHIV>
<https://twitter.com/HealthHIV>
<https://www.linkedin.com/company/healthhiv>

CAI is a national nonprofit organization dedicated to the art and science of workforce training and development. As a member of the CPN, CAI is funded to provide training to community-based organizations, health departments, and healthcare organizations through its National HIV Classroom Learning Center (NHCLC). NHCLC aims to strengthen the country's HIV prevention workforce by building individual competencies and technical expertise with state-of-the-art training, conducted in jurisdictions throughout the nation that have been hit hardest by HIV, and addressing each of the key strategies of "Ending the HIV Epidemic: A Plan for America." The NHCLC offers a wide range of courses based on CDC-supported, evidence-based and evidence-informed, public health interventions and strategies.

Areas of Expertise:

- Conducting state-of-the-art training programs to build skills and competencies
- Referring learners to technical support and assistance with implementation
- Designing HIV-related classroom-based training programs
- Training-session infrastructure and operational support, including monitoring and evaluation



Track B: National HIV Classroom Learning Center



Address: 505 Eighth Ave, Suite 1900
New York, NY 10018

Phone: 212-594-7741

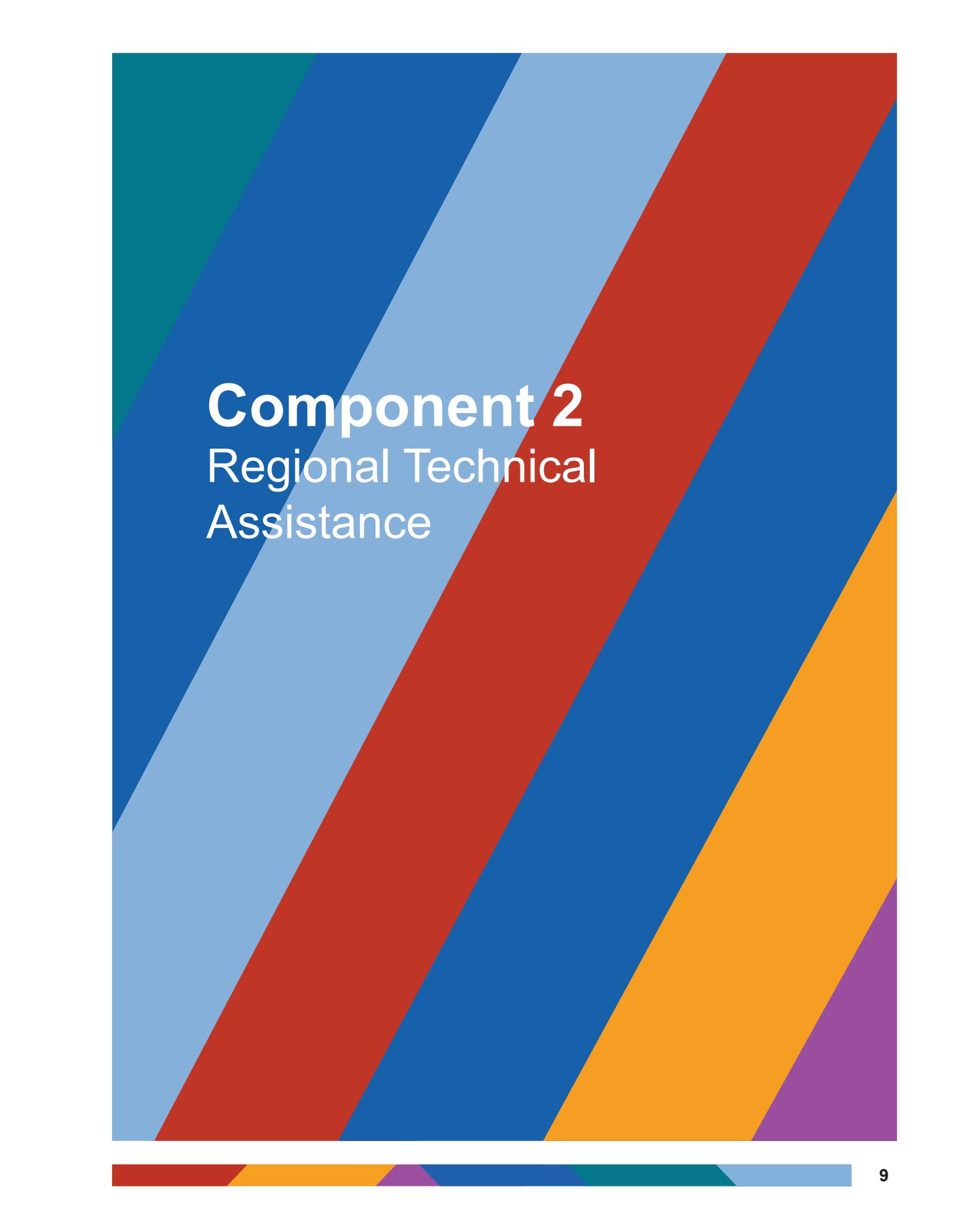
Email: RequestCDCTraining@
CAIGlobal.org

Website: <https://www.caiglobal.org>

Social Media:

<https://www.facebook.com/CAIGlobal>

<https://twitter.com/caiglobal>



Component 2

Regional Technical Assistance

PCDC is a nonprofit organization dedicated to advancing the transformation of primary care organizations serving priority populations and communities in the United States. As a member of the CPN, PCDC's technical assistance (TA) program provides tailored support to the nation's HIV prevention workforce for HIV prevention and treatment integration within clinical settings. The current program is aligned with the goals of the federal "Ending the HIV Epidemic: A Plan for America" initiative, which aims to reduce new HIV diagnoses and improve the health outcomes of persons with HIV (PWH). PCDC provides culturally and linguistically competent TA that integrates evidence-based research and strategies. The specific focus promotes the expansion of HIV testing, early access to healthcare for PWH, medication adherence, and retention in care.

Areas of Expertise:

- Integration and expansion of HIV testing, care, and prevention
- Sexual history taking
- Cultural competency and cultural humility in HIV care and treatment
- Collection of sexual identity and gender identity data
- Social determinants of health/health disparities and HIV
- Linkage, engagement, and retention to HIV care

Meet the Team

Henrietta Crowell

Oscar Marquez

Brandon A. Harrison

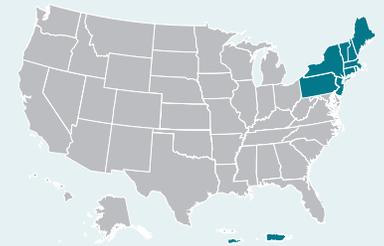
Kimberly Mirabella

Andrew Ellis

Judy Lipshutz

Sarahjane Rath

Region:
Northeast



Track A:
Clinical HIV Testing and Prevention for Persons with HIV

Address: 45 Broadway, Suite 530, New York, NY 10006

Phone: 212-437-3900

Email: info@pcdc.org

Website: <https://www.pcdc.org/hip>

Social Media:

<https://www.facebook.com/primarycaredevelopmentcorp>

<https://twitter.com/primarycaredev>

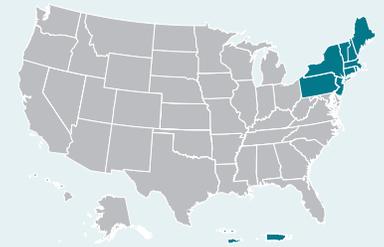
UR-CCP is a community practice center that is committed to building the capacity of the nation's public health workforce. UR-CCP has a long-standing commitment to the field of HIV, Sexually Transmitted Disease, and Hepatitis C Virus prevention and care through technical assistance (TA), training/education, direct patient care, and clinical and technical consultation. As a member of the CPN, UR-CCP's TA program serves CDC-funded jurisdictions and programs in the Northeast region and leverages expertise and resources of multiple academic and public health programs in the department, focusing on nonclinical HIV testing and prevention for HIV-negative persons. UR-CCP staff include clinical providers, trainers, public health specialists, and TA consultants with direct patient-care experience and expertise in research, planning, implementation, curriculum development, prevention counseling, coaching, and training and education. The team of professionals brings a real-world understanding of how to bridge science and practice to advance HIV/STD prevention and community health.

Areas of Expertise:

- HIV testing in nonclinical settings and targeted recruitment for testing
- Comprehensive pre-exposure prophylaxis (PrEP) implementation strategies, including PrEP institutes
- PrEP financing, leveraging 340B drug discount, and third-party billing
- Culturally responsive services for PrEP uptake
- Implementation support for high impact prevention interventions and public health strategies
- HIV Navigation Services (HNS), referral, linkage, and coordination of prevention services



Region:
Northeast



Track B:
Nonclinical HIV
Testing and
Prevention
for HIV-Negative
Persons

Address: 853 W. Main Street.,
Rochester, NY 14611

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Website: <https://www.urccp.org>

Social Media:

<https://www.facebook.com/urccp>

<https://twitter.com/urccp>

<https://www.instagram.com/urccp>

<https://www.linkedin.com/company/center-for-community-practice>

The New York City Capacity Building Assistance (NYC CBA) program, within the Bureau of HIV/AIDS Prevention and Control at the New York City Department of Health and Mental Hygiene, aims to strengthen the capacity and improve the performance of the HIV prevention workforce. As a member of the CPN, the NYC technical assistance (TA) program delivers innovative, tailored, culturally competent TA to increase the knowledge, skills, and competencies of the interdisciplinary HIV workforce in the Northeast region. The NYC CBA program collaborates with a variety of subject matter experts to support integrated HIV activities and structural interventions to address the social, economic, and political environments that shape and constrain individual, community, and societal outcomes related to HIV prevention and care.

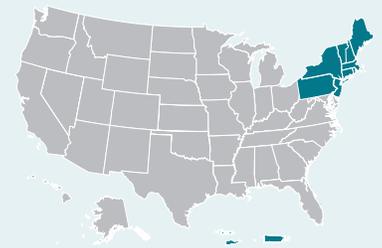
Areas of Expertise:

- Integrated HIV activities
- Partner services and Data to Care (D2C)
- Integrated HIV prevention and care planning
- HIV/HCV transmission clusters and outbreaks
- Structural interventions
- Condom distribution
- Syringe services programs (SSPs)
- Increasing accessibility, acceptability, and availability of HIV prevention programs and services



Region:
Northeast

Track C:
Integrated HIV
Activities and
Structural
Interventions



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Queens, NY 11101

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Website: www.nychealthtraining.org

Social Media:

<https://www.facebook.com/nychealth>

<https://twitter.com/nycHealthy>

My Brother's Keeper, Inc., (MBK) aims to reduce health disparities by enhancing the health and well-being of minority and marginalized populations through leadership in public and community health practices, collaboration, and partnerships. As a member of the CPN, MBK provides technical assistance (TA), educational programs, coalition development, and capacity building for the South region. MBK's systems offer immediate linkage to prevention, care, and services for persons newly HIV positive or high-risk negative persons. Their relationships, locally and nationally, strategically allow them to build ongoing partnerships for TA.

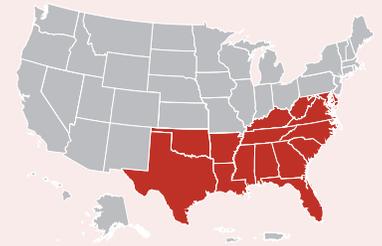


Areas of Expertise:

- Utilization of electronic health records to routinize HIV screening
- Increasing capacity to implement HIV prevention programs
- Increasing capacity of organizations to implement 340B in billing practices
- Increasing capacity to link, re-engage, and retain persons in HIV care
- Increasing capacity to implement rapid start antiretroviral therapy

Region: South

Track A:
Clinical HIV
Testing and
Prevention for
Persons
with HIV



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Bldg 1, Suite A
Jackson, MS 39157

Phone: 769-216-2455

Email: Maude Monger
mmonger@mbk-inc.org

Website: <http://mbkinc.org/services>

Social Media:
<https://www.facebook.com/mbkorgms>

Hands United, founded in 2004, is the technical assistance (TA) program of the Latino Commission on AIDS. Hands United uses its customized, holistic, analytical, networking, grassroots, and evaluative framework to guide all TA services. TA delivery is guided by five core values: sex positivity, innovation, multiculturalism, critical thinking, and health equity. As a member of the CPN, Hands United provides TA in the South region with emphasis on nonclinical HIV testing and HIV prevention for HIV-negative persons. A diverse team brings expertise on topics that include: cultural responsiveness; recruitment and retention techniques and strategies, including social media; targeted HIV testing in nonclinical settings; and pre-exposure prophylaxis (PrEP), post-exposure prophylaxis (PEP), and essential support services for people with a negative HIV status.

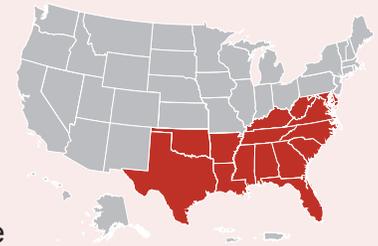
Areas of Expertise:

- Targeted HIV testing and integrated sexually transmitted disease (STD) screening in nonclinical settings
- Tailored techniques and strategies to effectively reach priority populations
- Behavioral interventions and public health strategies (tailoring, implementation, and integration)
- PrEP, PEP, and other essential prevention and support services
- Navigation and linkage to care and referral services, including partner services
- Core competencies essential in the HIV prevention and care field



Region: South

Track B:
Nonclinical HIV
Testing and
Prevention
for HIV-Negative
Persons



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c/o El Centro Hispano
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Phone: 212-675-3288

Email: cbadivision@latinoaids.org

Website: www.handsunitedcba.org

Social Media:

<https://www.instagram.com/handsunitedcba/?hl=en>

NASTAD is a leading nonpartisan, nonprofit association that represents public health officials who administer HIV and hepatitis programs in the United States. NASTAD currently represents public health officials in all 50 U.S. states, the District of Columbia, Puerto Rico, the US Virgin Islands, seven local jurisdictions receiving direct funding from CDC, and the US Pacific Island jurisdictions. As a member of the CPN, NASTAD provides evidence-based expertise and technical assistance (TA) in the South region on topics including drug-user health/syringe services programs, Data to Care, pre-exposure prophylaxis (PrEP) financing, and gay men's health. Through a team-based approach centered on collaboration, NASTAD uses a framework of social justice to leverage public health strategies that aim to end the intersecting epidemics of HIV and viral hepatitis.

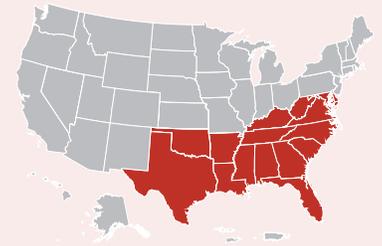
Areas of Expertise:

- Drug-user health/syringe service programs
- Data to Care/surveillance
- PrEP financing, access, and scale-up in integrated settings
- Gay men's health and health equity



Region: South

Track C:
Integrated HIV
Activities and
Structural
Interventions



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Washington, DC 20001

Phone: 202-434-8090

Email: Isaiah Webster
iwebster@NASTAD.org

Website: <https://www.nastad.org>

Social Media:
<https://twitter.com/NASTAD>

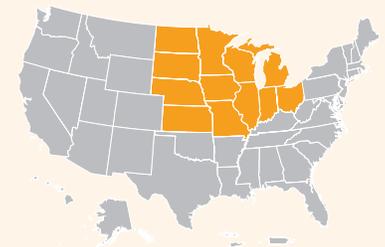
SFCHC provides quality technical assistance (TA) services that are rooted in a decades-long history of providing comprehensive clinical and wraparound services to highly impacted and underserved HIV-affected populations, including men who have sex with men, people of color, transgender persons, and homeless populations. As a member of the CPN, SFCHC provides TA on clinical HIV testing and prevention for persons with HIV in the Midwest region. Through a collaborative TA approach, SFCHC partners with health departments, healthcare organizations, and other community-based organizations to help implement effective, real-world strategies to improve outcomes along the HIV care continuum toward ending the HIV epidemic.



Areas of Expertise:

- Successful implementation of effective behavioral interventions and public health strategies
- Adaptation of interventions in clinical settings
- Implementation of routine HIV screening in clinical settings
- Retention and re-engagement in care for disproportionately impacted populations
- Medication adherence for HIV viral suppression
- Strategies for working with patient populations with acute needs

Region:
Midwest



Track A:
Clinical HIV Testing and Prevention for Persons with HIV

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Website: <http://sfcommunityhealth.org/program/capacity-building-assistance-and-training/>

Social Media:
<https://www.facebook.com/SFCommunityHealth/>
<https://twitter.com/SFCHC415>

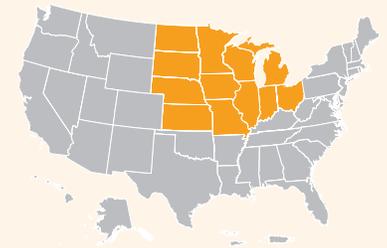
WUSTL works with the CDC-funded St. Louis STD/HIV Prevention Training Center and HRSA-funded AIDS Education and Training Centers to provide high-quality technical assistance (TA) for high-impact HIV prevention. As a member of the CPN, WUSTL provides TA for nonclinical HIV testing and prevention with HIV-negative persons across the 13 jurisdictions within the Midwest region. These TA activities support expanding HIV testing in nonclinical sites and include behavioral interventions for HIV risk reduction and pre-exposure prophylaxis (PrEP) medication adherence.

Areas of Expertise:

- HIV testing and integrated STD screenings
- Awareness of, access to, and adherence to PrEP
- PrEP services integration and provider education
- Referrals to prevention and essential support services
- Referrals to HIV medical care for persons with positive HIV test results
- Risk-reduction behavioral interventions



Region:
Midwest



Track B:
Nonclinical HIV
Testing and
Prevention
for HIV-Negative
Persons

Address: 4523 Clayton Avenue,
Campus Box 8051
St. Louis, MO 63110

Phone: 314-454-8293

Email: Rupa Patel
rupapatel@wustl.edu

Website: <https://sites.wustl.edu/prep/capacity-building/cdc-cba-network>

Social Media:
<https://twitter.com/WUSTLmed>

AIDS United is a national service, advocacy, and policy organization whose mission is to end the domestic HIV epidemic in the United States. AIDS United's continuous, consultative, and culturally humble approach to technical assistance (TA) has helped to strengthen the capacity of the HIV workforce to plan, implement, and sustain high-impact HIV prevention interventions. As a member of the CPN, AIDS United serves the Midwest region with TA focused on integrated HIV activities and structural interventions. They provide TA supporting community-level prevention activities including condom distribution, syringe services programs (SSPs), social marketing, HIV testing recruitment through social networks, and expanding the use of innovative approaches to engage persons with HIV in medical care.

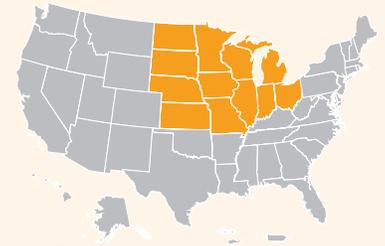
Areas of Expertise:

- Data to Care
- Developing partnerships to conduct integrated HIV prevention and care planning
- Building capacity for conducting effective HIV program activities
- Planning regional responses to HIV transmission clusters and outbreaks
- Expanding prevention services for HIV negative persons at risk for HIV Infection



Region:
Midwest

Track C:
Integrated HIV
Activities and
Structural
Interventions



Address: 2400 Troost, Suite 1200
Kansas City, MO 64108
(Missouri Office)

1101 14th Street, NW,
Suite 300
Washington, DC 20005
(Headquarters)

Phone: 202-408-4848
Email: cba@aidsunited.org
Website: <https://www.aidsunited.org>

Social Media:
<https://www.facebook.com/AIDSUnited>
https://twitter.com/AIDS_United

The Denver Prevention Training Center (Denver PTC) provides culturally responsive and tailored HIV capacity building services to health departments, community-based organizations, and their local partners. Integrated within both a local health department (Denver Public Health) and a safety-net healthcare system (Denver Health), the Denver PTC's technical assistance (TA) services have their foundation in the day-to-day, real-world delivery of clinical, behavioral, public health, and quality improvement services. As a member of the CPN, Denver PTC is committed to ensuring that TA resources and strategies are aligned to meet the community needs of populations most impacted by HIV in the West region. The Denver PTC supports clinical HIV testing providers in public and private clinical settings, as well as the HIV prevention workforce serving persons with HIV throughout the HIV care continuum, from diagnosis to viral suppression.

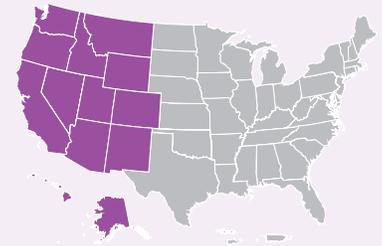
Areas of Expertise:

- Personalized TA and consultation to improve clinical HIV testing services
- Linkage, retention, and re-engagement services implementation and integration expertise
- Decades of experience training and assisting with behavioral interventions
- Expertise providing TA for HIV Navigation Services and resources
- Assistance developing service integration (STI, HIV, Hepatitis) solutions
- Culturally responsive strategies to ensure clinical services meet community needs



Region:

West



Track A:

Clinical HIV Testing and Prevention for Persons with HIV

Address:

601 Broadway
Denver, CO 80203

Phone:

303-602-0412

Email:

Tai Few
tai.few@dhha.org

Website:

<https://www.denverptc.org>

Social Media:

<https://www.facebook.com/DenverPTC>
<https://twitter.com/denverptc>

SFDPH's getSFcba is a CDC-supported technical assistance (TA) program housed within the Center for Learning and Innovation. The getSFcba program leverages a network of experts within the SFDPH and partner agencies to deliver highly tailored TA. As a member of the CPN, getSFcba serves all CDC-funded health departments and community-based organizations (CBOs) in the West region. The TA focus areas include HIV testing in nonclinical settings and prevention with individuals at risk for HIV, including pre-exposure prophylaxis (PrEP). The getSFcba program can support health departments, CBOs, and HIV prevention partners in a number of ways: 1) leverage social networks and digital media to detect HIV diagnoses through targeted, community-based HIV testing; 2) scale point-of-care and laboratory-based HIV testing at community sites and implement quality assurance programs; 3) integrate HIV, STI, and viral hepatitis testing program activities; 4) increase awareness and access to PrEP among high priority populations; 5) develop customized Public Health Detailing programs and PrEP Institutes; and 6) establish referral networks for additional services that address social determinants of health.

Areas of Expertise:

- Scale or implementation of quality assurance programs
- Public Health Detailing program and PrEP Institute development
- Establishing referral networks

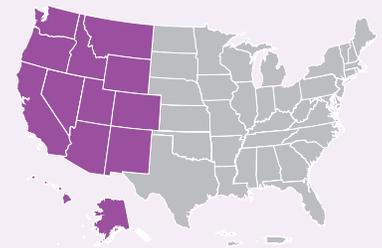


Region:

West

Track B:

Nonclinical HIV Testing and Prevention for HIV-Negative Persons



Address:

25 Van Ness Ave, Ste 500
San Francisco, CA 94102

Phone:

415-437-6226

Email:

get.SFcba@sfdph.org

Website:

<https://getsfcba.org>

Social Media:

<https://twitter.com/getsfcba>

CAPTC provides capacity building to health departments across the country, incorporating biomedical, behavioral, and structural strategies in response to the needs of consumers. As a member of the CPN, CAPTC delivers technical assistance (TA) for health departments, community-based organizations, and other agencies within the West region. Valuing a collaborative TA approach, CAPTC works with organizations to integrate HIV activities including using data, developing tools and resources, and facilitating planning meetings across multidisciplinary teams to ensure the needs of the requesting organization are met. With an extensive history in providing TA for state and local health departments, CAPTC has been instrumental in developing customized capacity building on topics such as community engagement in marginalized populations; incorporating social determinants of health in HIV program planning; responding to HIV-related stigma; strength-based counseling strategies; and developing structural interventions.

Areas of Expertise:

- Addressing social determinants of health
- Developing structural interventions
- Managing unconscious bias
- Setting healthy boundaries
- Integrated HIV prevention and care planning
- Data to Care/HIV/HCV cluster and outbreak response
- HIV prevention social marketing/social media strategies

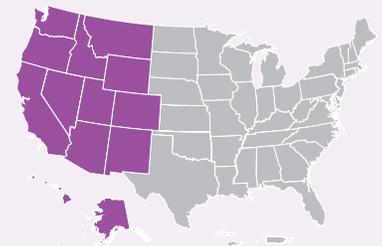


Region:

West

Track C:

Integrated HIV Activities and Structural Interventions



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<https://twitter.com/CaliPTC>

<https://www.linkedin.com/company/california-std-hiv-prevention-training-center>

Component 3

Continuous Quality Improvement and Sustainability for Community-Based Organizations (CBOs)

C4H's mission is to strengthen the capacity of CBOs, health departments, and healthcare organizations to plan, implement, and sustain effective and high-impact approaches to improve health and reduce health disparities across the U.S. and its territories. As a member of the CPN, C4H focuses on continuous quality improvement and sustainability for CBOs. In this capacity, they offer an interactive, distance-based, learning community for mid-level and senior HIV prevention program managers. This online program empowers nonprofit leaders with the resources and community they need to successfully manage the people, programs, and organizations that will end the HIV epidemic. Through C4H's program, accepted participants gain: a selection of online, self-paced courses on topics in organizational sustainability designed by and for CBO managers in partnership with CDC; an expert-led, distance-based accelerator program in innovative approaches to continuous quality improvement; access to an exclusive online community of peers, coaches, and mentors in the HIV prevention workforce; LinkedIn badges and certificates; and meaningful results from innovative coursework and ongoing mentorship.

Areas of Expertise:

- Creativity and innovation
- Human resources strategy
- Continuous quality improvement for HIV programs
- Organizational sustainability
- Distance-based learning communities



Continuous Quality Improvement and Sustainability for CBOs



C4H Learning Community

Address: 1 Kaiser Plaza #850
Oakland, CA 94612
Phone: 415-954-9988
Email: c4h@apiahf.org
Website: <http://www.capacity4health.org/>

Social Media:
<https://www.facebook.com/capacityforhealth/>
<https://www.instagram.com/capacity4health/>
<https://twitter.com/capacity4health>

Component 4

Marketing and Administrative Support for CBA Provider Network

UMKC's School of Nursing and Health Studies serves as the CPN Marketing and Administrative Support Center. Building on its success in marketing CBA services and resources since 2014, UMKC employs a comprehensive marketing approach to increase the visibility and utilization of the training and technical assistance provided through the CPN. UMKC has a long history of leading and supporting national networks and as a member of the CPN, leverages this experience to facilitate coordination, communication, and collaboration across the CPN, and to facilitate innovative marketing and outreach to CDC-funded health departments, CBOs, and their local partners.

Areas of Expertise:

- CPN-brand establishment
- Development and distribution of digital and print marketing collateral
- Relationship building to facilitate partner marketing support
- Network meeting planning and logistics



Cindy Christy



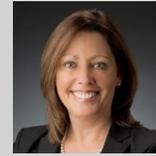
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Marketing and Administrative Support for CBA Provider Network



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