



Safe community for those affected by HIV

Strategic Plan Initiatives

2025-2028

“Embrace, Exchange, and Educate”

Vision

That HIV-positive children, families, and adults throughout the Pacific Northwest flourish with dignity and self-worth in the face of rejection and isolation.

New Initiatives

A. **Embrace:** There are over 770 children through adults per year who are newly diagnosed with HIV in the Pacific Northwest. Current trends in the region that warrant particular outreach: uptick in infants being born with HIV, 20% increase in new diagnoses among women, recent immigrants from Africa and Latin America who feel increasingly isolated and afraid, new diagnoses among teens and young adults, and the emerging needs of people aging with HIV.

Initiative: Welcome 100 additional HIV-positive people into REACH, from 155 (plus 326 family members; 481 in all) to 255 (plus their family members).

B. **Exchange:** Mutual referral relationships between REACH and medical and social services providers promote improved medical, mental, and social health outcomes. Initiatives:

- Establish 12 additional partnerships with clinics, agencies, and social workers who will refer patients and clients to REACH, and vice versa.
- Conduct a needs inventory during intake with new REACH participants to determine referral needs to our partners for care and services.

C. **Educate:** Internally, we have discerned that even those who have lived with HIV their whole lives often do not know all the facts about HIV, and feel ill-equipped to disclose their status to partners, family, and friends. Both result in weakened health outcomes and preventable fear or discouragement in relationships. Externally, we have discerned that many HIV health care and social services providers do not have a full understanding of the psycho-social impacts of HIV in their patients’ and clients’ lives.

Internal initiatives:

- Incorporate education about adherence to HIV treatment plans, self-care, combatting anxiety and depression, trends in related health conditions, laws about disclosure and infection (which vary significantly state by state), strengthening emotional resilience, and mitigating stigma into support groups, mentoring, personal visits, and online sessions.
- Provide communication tools and coaching for REACH participants to share the facts of HIV with their inner circles.
- Increase participation in support groups by 30% (new groups or additional sessions of existing groups).

External initiative: Through written and interactive presentations, educate the medical, social services, and health department community on the overt and nuanced social, emotional, and psychological impacts of HIV on people’s lives. Desired outcome: boost referrals to REACH from partners through increased awareness about the value and need for our wrap-around support.