



HIV Speaks Español

*Best Practices for Developing Latinx Outreach Programs*

2020 National Ryan White Conference

# Cempa Community Care

HIV Speaks Español

Best Practices for Developing Latinx  
Outreach Programs

2020 National Ryan White  
Conference

# Cempa Community Care

Our mission is to champion healthy communities by providing affordable, compassionate, and high-quality care through advancing comprehensive support service and person-centered best practices.

- Primary Care
- HIV Healthcare
- Hepatitis C
- STI Testing
- PrEP Clinic
- Mobile Clinic
- Support Services
- Food Market
- Outreach and Education
- Syringe Exchange



Our mission is to champion healthy communities by providing affordable, compassionate, and high-quality care through advancing comprehensive support services and person-centered best practices.

- Primary care
- HIV healthcare
- Hepatitis C
- STI Testing
- PrEP Clinic
- Mobile Clinic
- Support Services
- Food Market
- Outreach & Education
- Syringe Exchange



# 3 Best Practices for Latinx Programs



3 Best Practices for Latinx Programs

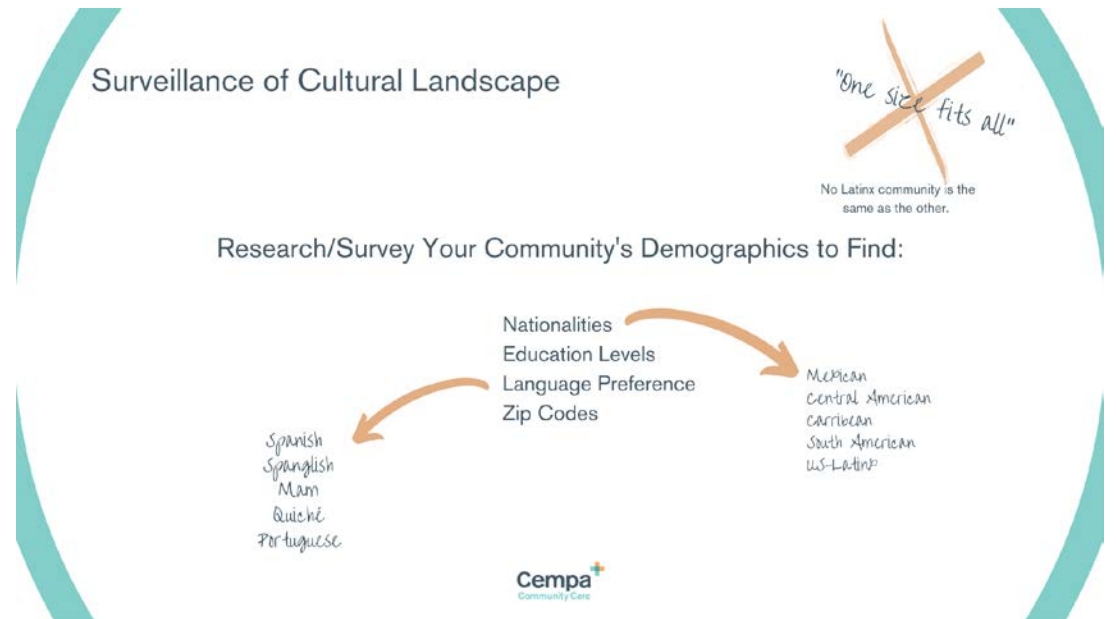


# Surveillance of Cultural Landscape

No Latinx Community is the same as the other.

Research and, or, survey your community's demographics to find:

- Nationalities
  - Mexican
  - Central American
  - Caribbean
  - South American
  - US-Latinx
- Education Levels
- Zip Codes
- Language Preferences
  - Spanish
  - Spanglish
  - Mam
  - Quiché
  - Portuguese



# Chattanooga's Latinx Population at a Glance...

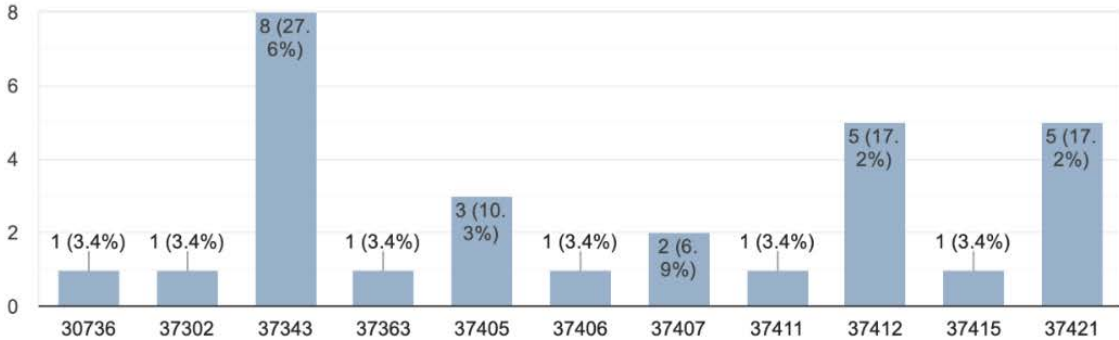
- By 2021 Latinx will make up 15% of Chattanooga's total population. A 500% increase over two decades.
- Nearly 60% are uninsured.
- Latinx make 37.4% of poverty rate of total Chattanooga Population.
- \$14k average household income.



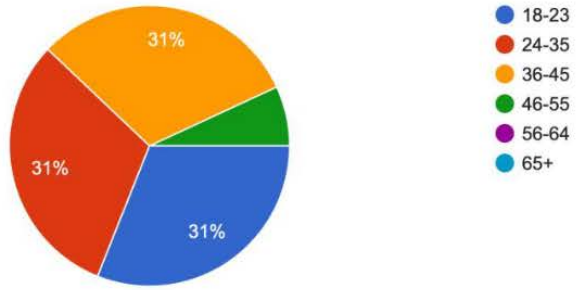
# Example: Latin Fest Survey, Data, Data, Data

Example: Latin Fest Survey *Data, Data, Data!*

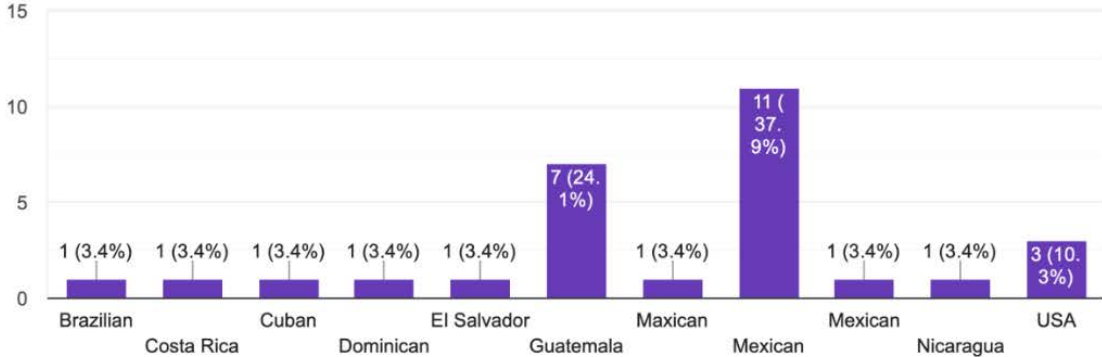
Zip code/ Código Postal  
29 responses



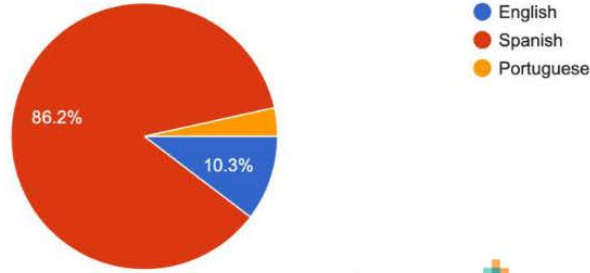
Age Range/ Rango de edad  
29 responses



Nationality/ Nacionalidad  
29 responses



Preferred Language/ Idioma preferida  
29 responses



# Tailoring Translation and Culturalization

Use collected data to develop culturally tailored materials and messaging. This promotes acceptability and engagement. Examples include:

- Kiosk sign
- Mall Banner
- Rach Card

Marketing and Outreach Materials include:

- Print
- Radio
- Social Media
- Billboards
- Sponsorships

## Tailoring Translation & Culturalization

Use collected data to develop culturally tailored materials and messaging



Promotes acceptability & engagement



Mall Banner



Kiosk Sign



Rack Card



## Marketing & Outreach Materials

- Print
- Radio
- Social media
- Billboards
- Sponsorships

Registro del cliente			
Client Profile			
Full Name	First and Last	Address	City
Phone No.	Home	Work	Mobile
APN	Registration or program form filed	Start Date	End Date
Client's insurance or CVI			
PERSONAL DATA OF PATIENTS OF AN AFFILIATED ORGANIZATION			
First Name	Last Name	Address	City
Phone No.	Home	Work	Mobile
APN	Registration or program form filed	Start Date	End Date
PERSONAL DATA OF PATIENTS OF AN AFFILIATED ORGANIZATION			
First Name	Last Name	Address	City
Phone No.	Home	Work	Mobile
APN	Registration or program form filed	Start Date	End Date

Forms

# Consistency Builds Engagement and Retention

Consistency is Key.

It breaks through barriers of:

- Mistrust in the healthcare system
- Stigma
- Language
- Racial discrimination

Examples:

- Calendar of community events
- Social media posts
- Correspondences
- Forms
- Support programs

Consistency Builds Engagement and Retention

*Consistency is Key*

Breaks through barriers of :  
Mistrust in healthcare system  
Stigma  
Language  
Racial Discrimination

Examples:

- Calendar of community Events
- Social Media Posts
- Correspondences
- Forms
- Support Programs





Now that you're internally Spanish capable, now it's time to develop community programs



Now that you're internally Spanish capable, now its time to develop community programs



# Program Example

Program Example



# Mission and Objective

Mission: Educate and empower the underinsured and underserved Latinx community on HIV through compassion and cultural relevancy.

Objective: Reverse the increasing Latinx trend of new HIV infections by providing HIV education to Latinx high school students, University students and the general Latinx population with a culturally tailored approach for each age group.



Mission: Educate and empower the underinsured and underserved Latinx community on HIV through compassionate linguistic and cultural relevancy.

Objective: Reverse the increasing Latinx trend of new HIV infections by providing HIV education and prevention to Latinx high school students, University students and the general Latinx population with a culturally tailored approach for each age group.



# Program Overview Targeting Varying Age Groups

## High Schools - Junior and Senior Latinx Students

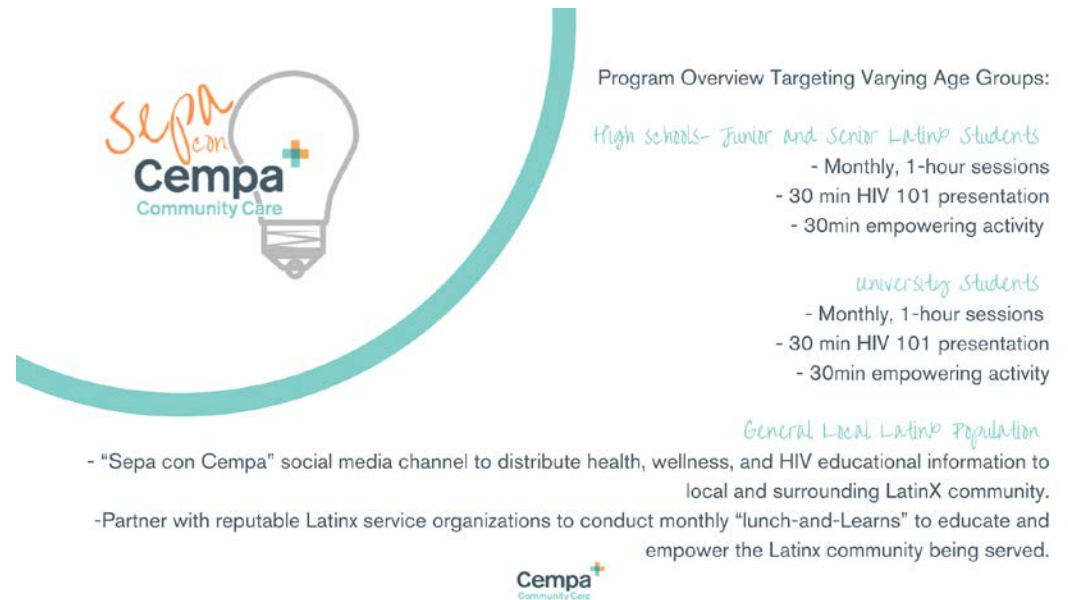
- Monthly, 1-hour sessions
- 30 min HIV 101 presentation
- 30 min empowering activity

## University Students

- Monthly, 1-hour sessions
- 30 min HIV 101 presentation
- 30 min empowering activity

## General Local Latinx Population

- "Sepa con Cempa" social media channel to distribute health, wellness, and HIV educational information to local and surrounding Latinx community.
- Partner with reputable Latinx service organizations to conduct monthly "lunch-and-Learns" to educate and empower the Latinx community being served.









# Contact information

Paulo Hutson

Email: [phutson@cempa.org](mailto:phutson@cempa.org)

Website: [www.cempa.org](http://www.cempa.org)

Phone: 423.265.2273

@CempaCommunityCare

