

Empowerment through Health Education : Vivir Inspirar Defender Amar (VIDA)

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NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT

Learning Objectives

- Describe how a Consumer Advisory Board identified a need for further education on their health care needs.
- Explain the planning and evolution process of the VIDA Conference.
- Demonstrate key points on how to implement a client driven conference in your community.

Area Proudly Served



- 3 Counties served
 - Hidalgo, Willacy and Cameron
- 30% Poverty
- Population Demographics:
 - 1.3 million residents
 - 84% Latinx/Hispanic

About the Valley AIDS Council

- Recipients of Ryan White B, D, C, State Funding, CDC Prevention, and SPNS
- 1 Stop Shop Model
- 1,800 PWH Served
- 400 PrEP Clients
- 3 Clinics
- Staff of 109

Traditional Client Education

- Working with pharmaceutical companies
- Next Step Program
- In all medical and case management sessions
- As requested by the client (1 on 1 educational sessions)



The Epiphany



The Workforce Model

- Staff required trainings
 - Online – Webinars
 - Department Meetings
 - Conferences
- What's the Purpose?
 - Staff up to date with latest information
 - Better service their clients
 - Personal growth



Education Model Replication

- Westbrook Client Conference
 - First Conference in 2012
 - 60 clients attended
 - 6 Educational Sessions in 1 day
 - Staff decided based on what clients asked the most in clinical and CM sessions
- Conference Growth
 - 2015-2017 follow the model of the National Latinx Conference
 - Breakout Sessions
 - Community Resources
 - Staff still came up with agenda content

The Community Has Spoken



Community Advisory Board

- Identify barriers to access care
- Advocate for RW service policy change
- Lead discussions on organizations growth
- Identify key stakeholders

How were needs identified?

- CAB meetings
- Surveys (Client satisfaction, Post conference)
- Interactions with peers
- Interactions with their case managers and other staff members
- Needs assessments

Positive Outcomes from CAB

- Improve services through Quality Improvement Projects:
 - Wait time on services
 - Implemented a different method of how we called clients in from the waiting area.
 - EMR tracking system
 - Did away with automated phone system
 - Improved trust in health care systems
- Gain new ideas
 - Educational opportunities for clients

Re-Imagining The Client Conference

- The CAB took back what was meant for them
- Collaborations between staff and the CAB
- Rebranding the Conference



V

- Vivir
 - To live
 - Don't give up
 - Life goes on
 - Live life to the fullest

I

- Inspirar
 - To Inspire
 - CAB can inspire people
 - Individuals become success stories
 - Through our everyday actions we hope to inspire

D

- Defender
 - To Defend
 - We will defend our right to live
 - We will defend our right to access care/medications
 - We will defend and take care of those who need it
 - Inspired by ACT UP

Brainstorming 4

A

- Amar
 - To Love
 - To love one another
 - To show people that love always wins
 - Do the things we do in life not only with passion but with love

VIDA



VIDA

Vivir . Inspirar . Defender . Amar

VIDA Conference Planning Committee

- Recruited volunteers from our agency and our CAB members
- Meeting held monthly
- Discussed Budget
- Discussed purpose of the conference
- Translation Services
- Design for Flyers
- Choice of meal and snacks
- Door Prizes
- Photo Booth
- Conference Bags

VIDA Conference Planning Committee 2

- Venue, date, time
- Sponsors
- Vendors
- T-Shirts
 - Designed by CAB members
 - Picked by CAB members



Session Topics

- Long-Term Survivors
- Trauma Informed Care
- Diabetes and HIV
- Healthy Relationships
- PrEP
- Nutrition
- Self Care
- Stigma and Discrimination



Session Topics 2

- U=U (Importance of Staying Virally Suppressed
- Opportunistic Infections
- Sexual Health
- Panel of Clinicians/ Q&A
- Disclosure
- Understanding Your labs
- Couch Talk (Story telling)



How did we Pay for it?

- Local Businesses
- Grant Funding
- Community Partners



How did we pay for it?

- Specialty Pharmacies
- Pharmaceutical Companies



Vendors/Resources

- Food Bank
- Valley Association for Independent Living
- Behavioral Health Solutions
- Community Action Corporation of South Texas
- Shelters for people who went through family/domestic violence
- Refugee Services of Texas
- RGV CPR
- Border Workers United
- Texas Organ Sharing Alliance
- Buckner Children and Family Services (FAYS: Family and Youth Success Program)

Vendor Tables



Additional Support

- Administrative Agency
 - Client Involvement
- Board of Directors
 - Reallocation of funds
- Staff
 - Encouraging Clients to Attend and Participate
- CEO, CFO, COO
 - Understanding the need to expand this program
- Community
 - For Them, By Them

Future Plans

- Collaborations with other CBO's
- Expand to include Status Neutral participants
- Increase outreach to affected individuals
- Identify other avenues of transportation to increase attendance
- Planning and implementation of self care station
- Invite other PWH from other regions to attend

References

- Population Demographics Data:
 - <https://comptroller.texas.gov/economy/economic-data/regions/2020/south.php>
- Images
 - Google stock image (Slide 3)
 - Bing Stock Images (Slide 5, 9 and 6)
 - VAC – Westbrook Clinic Images (7, 13, 18, 20, 21, 22, 23, 26)

Thank You

Questions?