# NATIONAL PARAMETER STREAMENT



# Recruiting & Engaging HIV-Positive Latino MSM to promote entry into primary medical care

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#### **Disclaimer**

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### **Intervention Overview**

Site Location: Los Angeles, CA

Target Population: HIV-Positive Latino MSM of

Mexican Origin

Agency: At the time of the funding award, APLA was a traditional CBO but became an FQHC in 2014; however, the clinic is not a Ryan White provider.



# Background

10.2 Million People Live in LA County.

- 48% are Latino
- 77% of Identify as Mexican

LACDHSP estimates over 60k PLWH – 48K diagnosed.

- 42% of PLWH in LAC identify as Latino
- 84% of infections among MSM
- 77% of Latino MSM are of Mexican origin







8,500 Number of LAC residents at the end of 2016 who had HIV and didn't know it.





As of December 31, 2016, in Los Angeles County, 59.7% of Latinos engaged in HIV medical care were virally suppressed.



## **Intervention Overview**

Recruitment & Engagement

**Patient Navigation** 

**Emotional Support** 

Initial Contact -Encounter

**Enrollment** 

Individual Service Plan Linkage to care Retention in care

- In-Reach
- Venue-based outreach
- Community Partnerships
- Social Marketing

#### **ARTAS 2.0**



Patient Navigation

- Crisis intervention
- Social support
- Supportive
   Services
- Flexibility
- Confianza



## In-Reach

- Educate all staff about the program...repeatedly!
- Analyze client-level data to determine potential participants
- Engage clients
  - Registration
  - Re-enrollment
  - Recruitment events









## Venue-Based

- The goal is to promote the program. Recruitment should not be the goal.
- Consistency
- Cost v. outcome









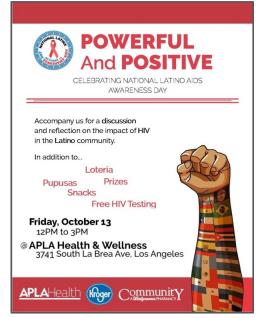
## **Community Events**

- Program promotion
- Expand partnerships





- Reduce stigma
- Social outlet for participants





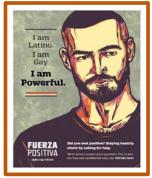


## **Social/Print Media**

- Program promotion/recruitment
- Cultural affirmation
- Incorporate transnational themes

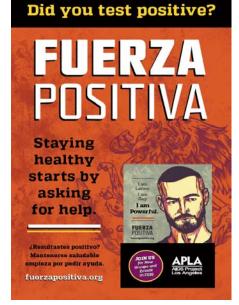


















# Findings (N=66)

Outreach Modality	# Recruited
In- Reach	25
Venue Based	0
Community-Events	0
Print/Social Media	18
Referral from community partner	8
Other	15



# Findings N = 66

Participant Demographics		
Mean Age	37	
Ethnicity	Total	%
Mexican	50	76
Mexican American	14	21
Chicano	2	3
Country of Origin	Total	%
Mexico	36	54
USA	25	38
Other (One or both parents are Mexican origin)	5	8



# Findings N = 66

Care Status at Enrollment	Total	%
Newly Dx – Never in Care	21	32
Fallen out of care A: (HIV+, no care visit last 6 months, last viral load >200 copies/mL)	16	24
Fallen out of care B: (no HIV primary care visits in 12 months)	29	44
Are you seeking a new HIV medical provider?	Yes	No
Fallen out of care A: (HIV+, no care visit last 6 months, last viral load >200 copies/mL)	12	4
Fallen out of care B: (no HIV primary care visits in 12 months)	17	10



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