NATIONAL PARAMETER STREAMENT



This project was supported by the Health Resources and Services Administration HRSA) of the U.S. Department of Health and Human Services (HHS) under H97HA26498 under the Special Projects of National Significance Latino Access Initiative 2013-2018 for \$1,200,000 with no portion financed with non-governmental sources.

This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.





Group Workshop Session ID: 11048

Individual Session ID: 11048

Qualitative exploration of barriers and facilitators to retention in care for Mexican men

Román Buenrostro, Banita McCarn, MEd AIDS Foundation of Chicago

Program Overview

SOM is a peer navigation program

Includes 5 individual level standardized sessions

Goal is linkage and retention of clients in HIV primary care, increase support, decrease stigma

Peer (promotors) role is to provide peer education, support and navigation services

 Referral to Ryan White case manager as needed for other services/referrals (e.g., housing, employment, etc.)



Talk to our program manager Beto about HIV care specifically for Mexicans. Look for our "cuida tu chile" at IML





Intervention

Peer Navigation Services

- Individualized health education
- Skills building around patient-provider relationship
- Communication
- Accompanying participants to medical appointments
- Navigating available resources: housing, substance use, employment services

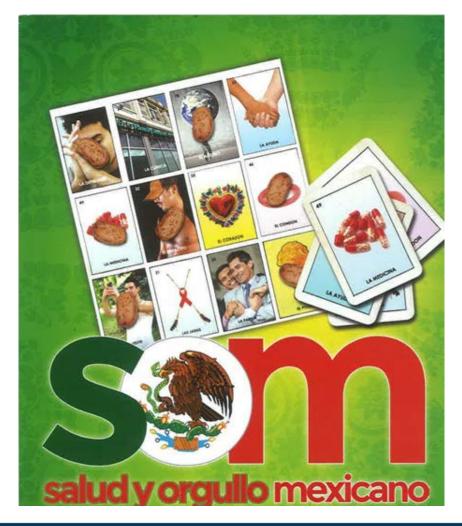




Cultural Tailoring- Transnationalism

Focus group activities and work with marketing company led us to the use of Lotería within marketing campaign

- To evoke sense of shared familial and common experience
- To trigger recall of culturallyspecific game played in Mexico and in Chicago





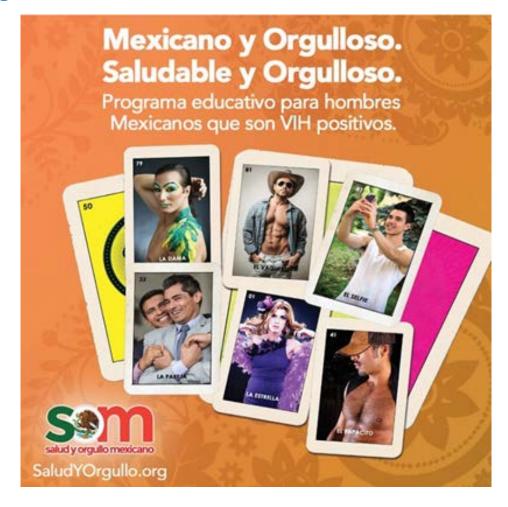
Cultural Tailoring- Ejemplos vivos

Real-life scenarios impacting care

Pedro's Story

Pedro was diagnosed with HIV within the past 6 months and currently not on HIV treatment yet. He has a high CD4 count and does not want to start treatment because he is concerned with the side effects. However, he does not want an HIV diagnosis.

What are the benefits of understanding the importance of treatment for HIV? Can you relate to Pedro's story? How?





Anti-immigrant rhetoric

I'm opposed to new people coming in. We have to take care of the people who are here. Source: nytimes.com/library/politics, Dec 10, 1999

Mexico is beating us economically. They are not our friend, believe me. But they're killing us economically. The U.S. has become a dumping ground for everybody else's problems. When Mexico sends its people, they're not sending their best. They're sending people that have lots of problems, and they're bringing those problems. **They're bringing drugs.**They're bringing crime. They're rapists. And some, I assume, are good people.

Source: 2015 announcement speeches of 2016 presidential hopefuls, Jun 16, 2015

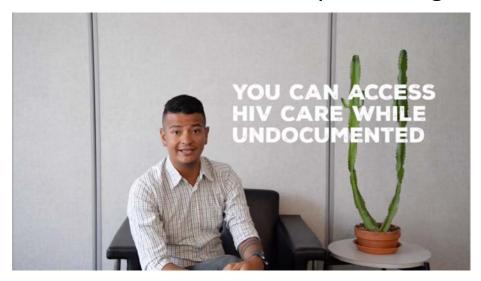
How crazy - 7.5% of all births in U.S. are to illegal immigrants, over 300,000 babies per year. This must stop. Unaffordable and not right! — Donald J. Trump (@realDonaldTrump) August 21, 2015



Addressing our political environment

As recruitment evolved and our social environment changed we focused on immigration narratives

- Infused information on obtaining services throughout intervention
- Used language throughout marketing/website that affirms HIV care despite immigration status





Usted merece la mejor atención médica para el VIH

Independientemente de su capacidad de pagar o estado de inmigración.





Meeting our clients' needs

SOM staff conducted one round of focus groups and participant interviews to assess several areas:

- Client needs
- Satisfaction with the intervention
- Relevance of the intervention
- Barriers to care



Adaptations

Surprises:

- Influences of Mexico not as strong as we anticipated
- Less connected to family/traditions of Mexico
- More concerned about relationships and disclosure/stigma issues

Changes over time:

- Began to assess transnationalism as a construct and address degrees of transnationalism within individual sessions
 - For example, how to access HIV care and medication while in Mexico
- Continue to attend significant cultural festivals and celebrations
- Focus on out of care individuals

Current incorporation:

- Promotores share their experiences and tailor sessions to meet clients where they are at in terms of transnationalism
- Strength of peer-model→ promotores add cultural components as they have experienced them



Lessons learned

- Give time and money to support promotores LWH
- Lots of training is needed for promotores
- Be flexible and adaptable
- Offer options for clients to select what they learn





Contact us:

Román Buenrostro

Director of Special Projects and Planning

rbuenrostro@aidschicago.org

Direct: 312-334-0960

Banita M. McCarn, Med

Sr. Research & Evaluation Manager

Bmccarn@aidschicago.org

Direct: 312-784-9098

