

# Using a Bilingual Telenovela (Sin Vergüenza) to Educate Communities and Providers, Including US/Mexico Border Promotores

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# Disclosures

Presenters have no financial interest to disclose.

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# Learning Objectives

**At the conclusion of this activity, the participant will be able to:**

1. Demonstrate the effectiveness of using the Sin Vergüenza Telenovela for igniting conversation in Latino communities around HIV treatment, HIV-related stigma and shame and treatment adherence through the use of educational entertainment.
2. Review ways to implement the telenovela in health care settings which targets Latino and other underserved communities.
3. Discuss the use of Sin Vergüenza to educate the community and train providers, including US/Mexico Border Promotores.

# About the Producer Organization



The largest independent Federally Qualified Community Health Center in the U.S.

Delivering more than 930,000 annual patient visits through its 43 sites in Los Angeles and Orange Counties.

# AltaMed HIV Services

## 5 HIV Treatment Sites

Los Angeles & Orange County  
1,700 HIV positive clients

## 2009 Opt-out HIV screening

2011 Systemize routine HIV testing  
in all clinics  
Screen all persons 13-64

## 1986

Founded with Substance Abuse  
Treatment  
Expanded Care now includes

- Medical & Oral Health
- Psychosocial Services
- Prevention Services

## HIV Testing

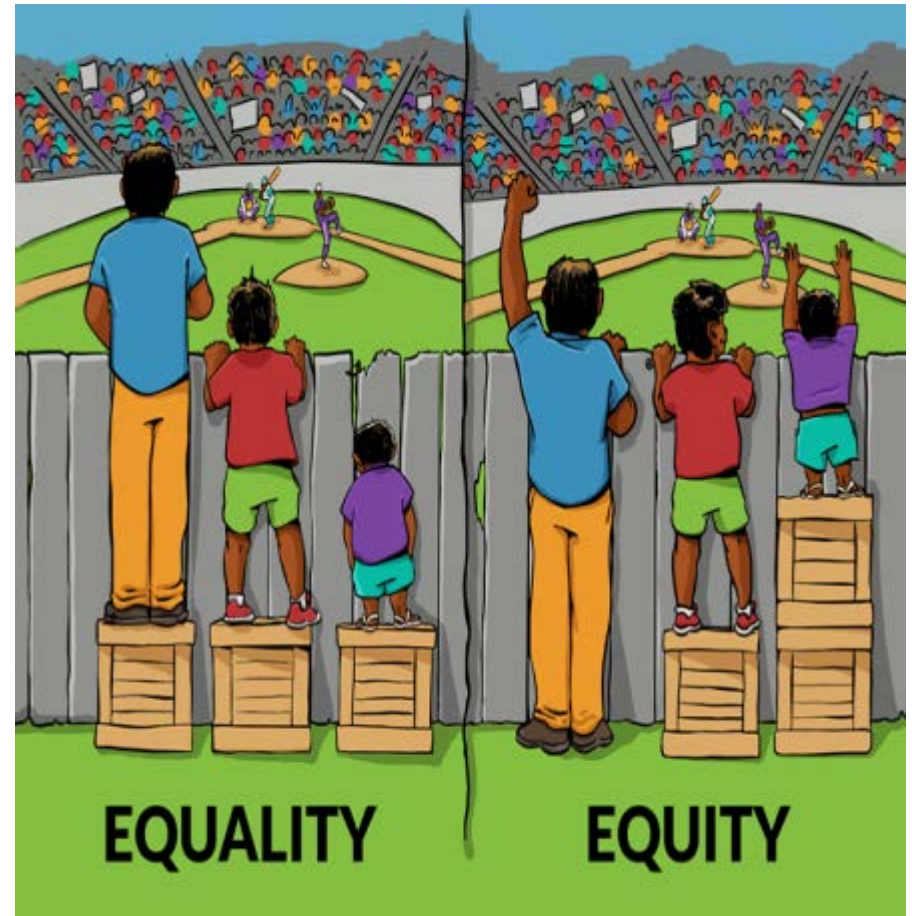
Over 5,000 HIV targeted tests annually  
Over 30,000 Opt out HIV tests annually  
Over 70 HIV+ persons identified annually

Presented by  
**AltaMed**

# HIV in the US

Centers for Disease  
Control and Prevention  
(July 2012)

Released the Stages of  
Care, a comprehensive  
analysis showing that  
only 25% of the 1.1  
million Americans living  
with HIV have their virus  
under control

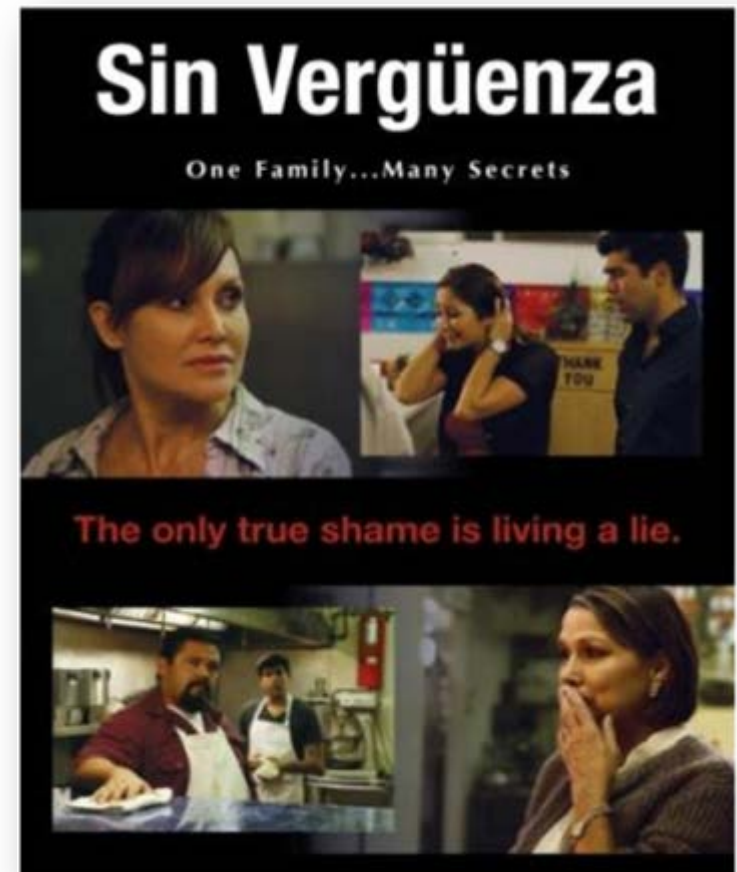


# About the Series

Created in 2012, the series encourages people to seek HIV testing by featuring character stories highlighting the impact HIV has on Latino families.

- 7-episode Telenovela web series
- Bilingual: English and Spanish

Available on  
[Svseries.com](http://Svseries.com)





# PURPOSE

- Develop a culturally competent education tool to:
- Address health disparities Latino communities related to HIV.
- Disseminate HIV prevention messages in an innovative, nontraditional, accessible manner.
- Engage communities in conversations about HIV.

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**AltaMed**



# Sin Vergüenza = Without Shame

- **SHAME** Informs you of an internal state of inadequacy, unworthiness, dishonor, or regret about which others may or may not be aware.
- Another person, circumstance, or situation can trigger shame in you, but so can a failure to meet your own ideals or standards whether or not they are perfectionist.

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# Meet The Salazars



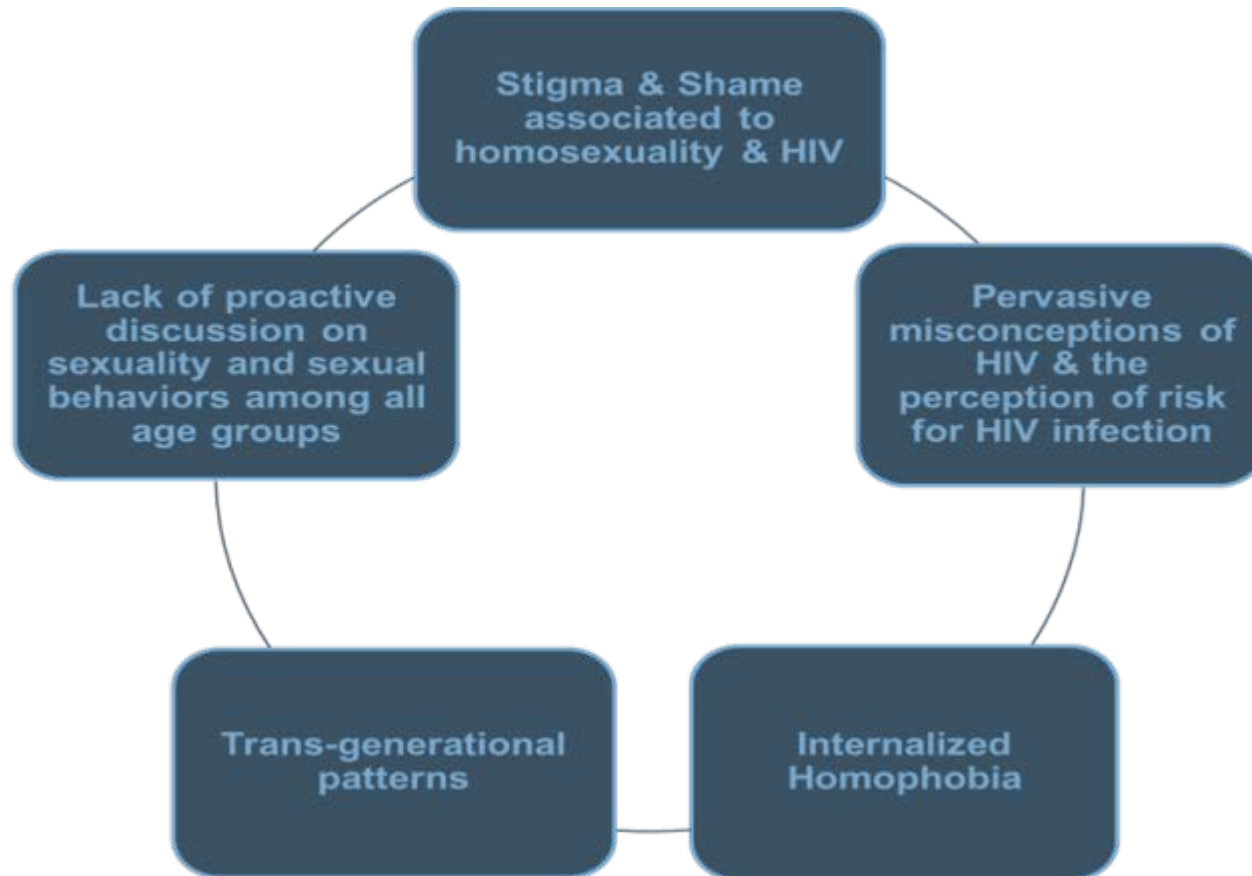
# Season I Messages

- **HIV AFFECTS US ALL**

- Routine HIV Testing targets all individuals regardless of risk factors.
- Benefits: testing individuals who may not suspect they are at risk:
  - 1. Normalizes HIV testing
  - 2. Diagnosing them at early stages of HIV

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# Themes/Contributors of Risk



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# Season II Messages

- **TREATMENT AS PREVENTION**

- Importance of HIV Medical Care and Treatment
- Combating Stigma and Shame tied to HIV
- Prevention methods to reduce Mother to Child transmission
- PrEP is an effective prevention method

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# Season II Themes

## TREATMENT AS PREVENTION

- Addressing barriers to care
- LGBT Care
- Stigma & Shame
- Fear
- Homophobia
- Substance Abuse





# Community Response



Season I ~ 185,000 views  
Season II ~ 81,000 views\*  
Total 266,000 views!

SV II released on March 11, 2016



# Sin Vergüenza

## Season II



- Distribution- What's Being Done to Disseminate and Engage the Community???
- Social Media
- Press Media
- Partnerships
- Community Showings
- You!

# Media Coverage



La Opinión



The South Reporter





US-MEXICO BORDER AETC

(AIDS EDUCATION & TRAINING CENTERS) STEERING TEAM

**Pacific AETC---Tom Donohoe**

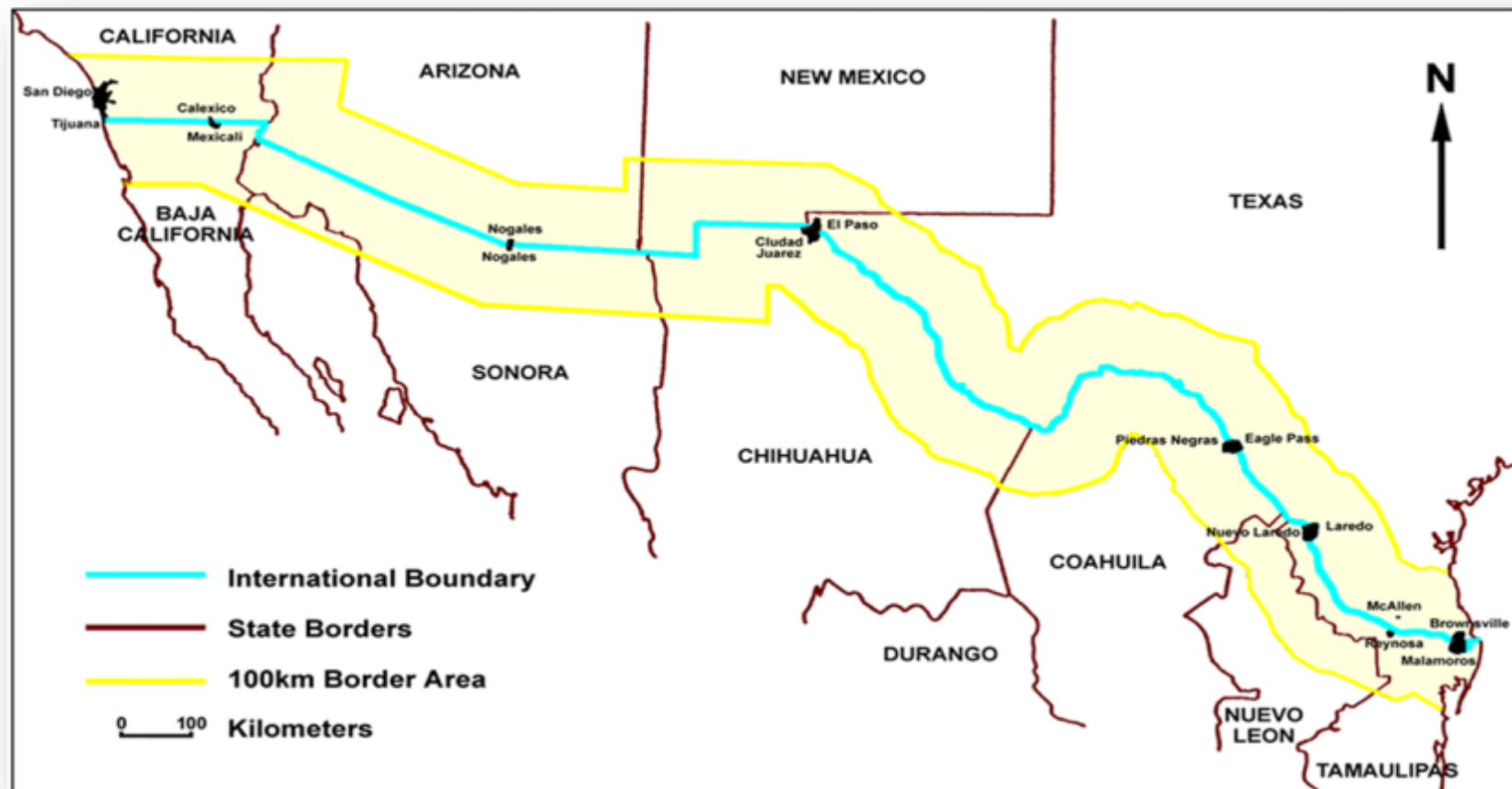
**South Central AETC---Tracy Jungwirth & Pedro Coronado**

**AETC National Coordinating Resource Center (NCRC)—Nicolé Mandel**

**HRSA HIV/AIDS Bureau**



# US and Mexico Border



# Border Promotores Focus Groups

Border Promotores Focus Groups were conducted across California, Arizona, New Mexico, and Texas to assess the Promotores HIV training needs. Results will guide the development and implementation of an HIV training curriculum for Promotores de Salud using a linguistically, contextually, and culturally appropriate telenovela as a frame of reference.

# Focus Groups Questions

**Table 1: Focus group questions**

- **Discuss HIV-related knowledge**
  1. What was the first thing you remember hearing about HIV? What was the last thing you heard about HIV?
  2. Can you please tell me what is heard in the community regarding HIV?
  3. Are you familiar with any HIV cases? Do you know which population is heavily impacted in San Diego and Imperial County?
  
- **Sin Vergüenza telenovela**
  4. What are your thoughts of the Salazar family? Are they relatable?
  5. Can you please tell me something new you saw about HIV that you haven't heard? PrEP? Perinatal transmission? HIV medical care and treatment?
  6. Explore other HIV-related themes. For instance, shame, stigma, homophobia, machismo, marianismo, substance abuse, mental health, discrimination...
    - (a) What are your thoughts on Cesar's homophobia and shame for being HIV positive?
    - (b) What are your thoughts on Adriana's marianismo, being the good wife and mother? How about the dynamic between the three generations?
    - (c) Can you please tell me the other themes this telenovela addresses?
  7. Do you have a favorite scene? Why?
  
- **Review HIV Continuum**
  8. How can Promotores help?
  9. Could you see us using this video to teach about HIV? How?
  10. Could you use the video to teach about HIV? How?
  11. Are you familiar with the HIV-related healthcare resources in your community?

# Border Promotores Next Steps

- **Develop Draft Curriculum**
- **Test Draft Curriculum**
- **Finalize Curriculum**
- **Train 1,000 targets and evaluate curriculum using interactive (ARS) slides and pre/post tests**