

# Transnational Practices and Linkage to Care: Lessons from the SPNS Latino Access Initiative, 4021

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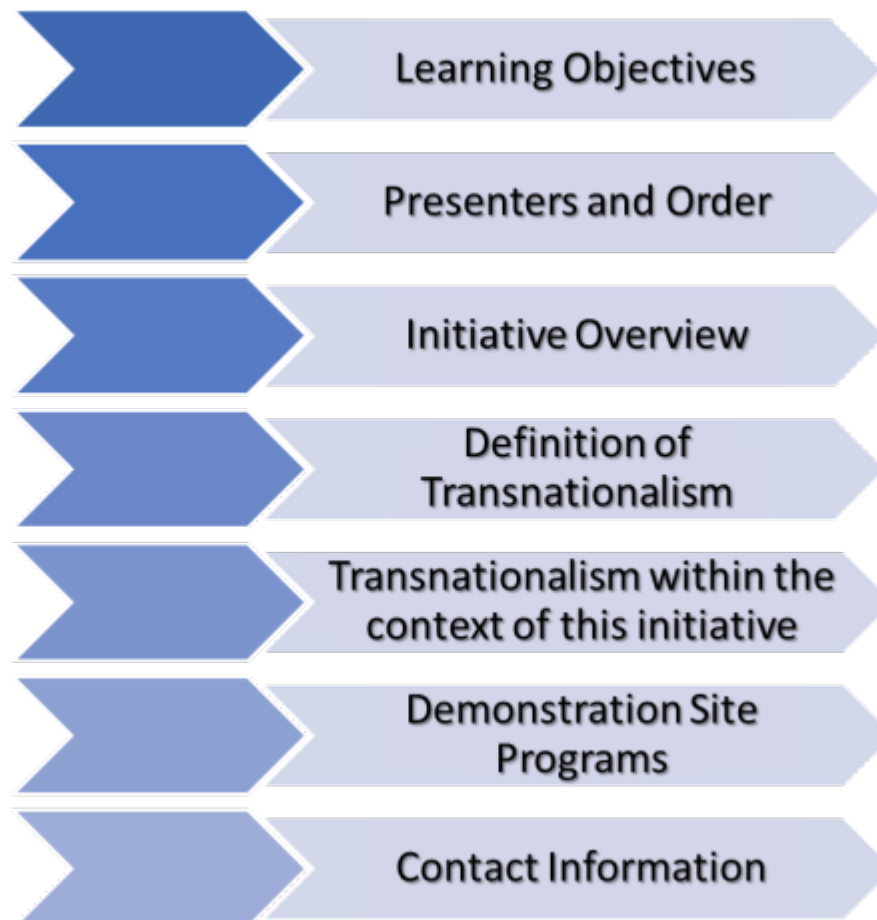
**Martha Guerrero**

*AIDS Arms, Inc.*

# Disclosures

This study was funded by the Health Resources and Services Administration, HIV/AIDS Bureau, Special Projects of National Significance

# Overview





# Learning Objectives

Define what is meant by transnationalism and describe what influences transnational practices

01

Apply knowledge gained in this workshop to successfully integrate transnationalism into an ongoing intervention, when developing an intervention or in clinical practice

02

Demonstrate the ability to integrate transnationalism into intervention delivery and evaluation with the tools and strategies described by panelists

03

# Presenters and Order of Presentation



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*AIDS Foundation of Chicago*

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Martha Guerrero  
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# Culturally Appropriate Interventions of Outreach, Access and Retention among Latino Populations

- Multi-site demonstration and *culturally specific* service delivery models
- The Latino SPNS Initiative's goals are to:
  - Improve access, timely entry, and retention to quality HIV primary care
- Adapt the transnational approach for interventions targeting HIV-infected Latino subpopulations in the U.S.

# Transnationalism

- Defined as “*the processes by which immigrants forge and sustain multi-stranded social relations that link together their societies of origin and settlement.*”

This is accomplished via practices and relationships that link migrants and their children with their place of origin, where these practices have significant meaning and are regularly observed

Sources: Basch et al., 1994; Duany, 2011; Levitt et al., 2007 Basch et al., 1994; Mouw et al., 2014; Basch, Schiller, & Blanc, 1994; Greder et al., 2009; Stone, Gomez, Hotzoglou, & Lipnitsky, 2005; Smith 2005





# Transnational Practices

Communication



Travel



Economic & Social  
Remittances



Politics



Activities and spaces that allow immigrants to remain  
connected to their places of origin



Transnationalism is best represented by the **cross-border activities**, practices and attachments of immigrants and can include informal and formal **social, political, economic, cultural, and religious practices**





# Influences on Transnational Practices

- Length of time in the U.S.
  - We know transnational practices decline over time, the longer individuals live in the U.S.
- Generational impact
  - Transnationalism diminishes with each subsequent generations, but not uni-direction (2<sup>nd</sup> and 3<sup>rd</sup> generations can adopt transnationalism to reconnect with cultural roots).



Sources: Greder et al., 2009; Pries 2004; Levitt et al., 2007



# Why is Transnationalism Relevant for this Initiative?

- Impact on health and healthcare-seeking behavior
- Benefit of transnationalism on life satisfaction and quality of life for immigrants
- Greater understanding of the role that culture and migration play in a person's ability to access and stay engaged in medical care
  - Culture and language can be facilitators, and not always barriers, when better understood
- But what is the impact of transnationalism on HIV care?

Sources: Greder et al., 2009; Kessing et al., 2013; Murphy & Mahalingam, 2004

# Demonstration Sites

AIDS  
FOUNDATION  
OF CHICAGO

**APLA**  
AIDS Project  
Los Angeles





Transnational Practices and Linkage to Care: Lessons from the  
SPNS Latino Access Initiative

**Amy K Johnson, PhD & Roman Buenrostro**  
*AIDS Foundation of Chicago*

# Salud y Orgullo Mexicano



The name of our project translates to  
“Mexican Health and Pride”

Our program aims to remove barriers for men of Mexican descent by:

- providing peer-based support for HIV+ men
- increasing access to HIV testing
- reducing HIV-related stigma
- linking and retaining men in HIV medical care





# Recruitment as Intervention

## Community level intervention

- Social Marketing campaign
- Initially designed to increase awareness & decrease stigma
- Revised to promote healthy living with HIV
  - retention in medical care
  - undetectable viral load
- Re-imagined as a **digital** social marketing campaign



Engaged community in development of recruitment materials

Intercept surveys to assess the reach and impact of campaign

Ongoing review of referral source into intervention



# LA VIDA ES UNA LOTERÍA

Y tú la puedes ganar.

VIH puede ser una carga pesada de llevar, pero recibiendo los servicios médicos de Erie no estarás solo. HIV can be a heavy burden to bear, but with Erie as your health care provider, you don't have to face it alone.

- Un ambiente respetuoso y sin prejuicios.  
Nonjudgmental, respectful atmosphere.
- Atención médica del VIH con médicos experimentados - sin tener en cuenta tu capacidad de pago.  
High-quality HIV care from experienced doctors - regardless of ability to pay.
- Sin preguntas sobre tu estatus legal. No questions asked about legal status.
- Consejería, servicios psiquiátricos y grupos de apoyo.  
Counseling, psychiatry and support groups.
- Servicios de salud integrales y confidenciales, incluyendo servicios dentales y de la visión.  
High-quality care - regardless of ability to pay.
- Asistencia con dependencia de abuso de sustancias.  
Assistance with substance abuse dependencies.

**Erie Family Health Center**  
2750 W. North Ave. • (312) 666-3494



This publication was made possible by grant number 1H71K24401 from the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), HIV/AIDS Research Special Projects of National Significance Program. Its contents are solely the responsibility of the author and do not necessarily represent the official views of the government.

# FUERA DEL DIAGNÓSTICO AUN PUEDES GANAR

Escoje tus cartas.

En Erie, apoyamos todas las opciones. Visita nuestra clínica hoy para hacerte la prueba y recibir tratamiento médico para el VIH sin temores ni prejuicios. At Erie we support every path. Visit our clinic today to get HIV testing and care services without fear or judgment.

- Un ambiente respetuoso.  
Respectful atmosphere.
- Prueba de VIH gratuita y confidencial con resultados en 20 minutos.
- Atención médica del VIH con médicos experimentados - sin tomar en cuenta tu capacidad de pago.
- Sin preguntas sobre tu estatus legal.
- Consejería, servicios psiquiátricos y grupos de apoyo.
- Servicios integrales de salud, incluyendo el tratamiento de abuso de sustancias y servicios dentales.
- Atención médica integral e integral y confidencial HIV testing - results in 20 minutes.
- High-quality HIV care from experienced doctors - regardless of ability to pay.
- No questions asked about legal status. Counseling, psychiatry and support groups.
- Comprehensive health services, including dental and substance abuse treatment.

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Living with HIV is no game.  
**Be brave and get back  
into medical care.**



SaludYOrgullo.org





# Evaluating community intervention- Intercept Survey results

## Intercept survey #1, 2014:

- Across 10 different locations, 115 people completed the intercept survey.
- 25% of respondents reported that they had seen the ad.

Once participants were shown the advertisement **over half (51%) reported that they felt the ads were influential in reducing stigma related to HIV** with 32% feeling neutral about the impact on stigma.



# Evaluating community intervention- Intercept Survey results

## **Intercept survey #2, 2015**

- Across 4 different locations, 204 people completed the survey
- All participants identified as Mexican
- 24% reported seeing the ad
- After viewing the ad,
  - 51% reported the ad to be very influential in making someone comfortable with HIV testing
  - 50% reported the ad to be influential in reducing stigma around HIV

# Evaluating community intervention-recommendations

- Overall campaign a success
  - Participants viewed the campaign as influential in reducing stigma, increasing testing acceptance
- Increase number and placement of project advertisements
- Ensure ads and branding is unique
- Barriers to attending partner clinic
  - Location
  - Unknown

# Digital Marketing

Facebook- monthly average 540 clicks

Adam4Adam- 280 clicks

BoyAhoy- 230 clicks

Two participants enrolled from digital Marketing efforts

Engaged with over 60 people

Made loteria card templates available  
For social media pictures





Intervention:

Transnational approach

- **Language & Identity**

- Promotores are peers
- Bilingual, Mexican, MSM, HIV+



- **Intervention- living examples**

- Integrate immigrant stories into intervention sessions

- **Discussion & Reflection**

- Talking about if & how being Mexican impacts HIV care and living with HIV?
  - Access to HIV meds in Mexico?
  - Understanding & navigating immigration law
  - Disclosure

# Intervention: updates

- 25 participants currently enrolled
  - 63% are newly diagnosed
  - 21% completed all 5 intervention sessions
  - Feedback about intervention is positive
  - Participants value promotores life experience and personalization of the intervention
  - Participants have been retained in care



# Range of transnational experiences

- 95% report Spanish as their first language
- 95% were born in Mexico
- 76% **never** travel to Mexico
- 60% send money to Mexico regularly
- 47% have regular contact with family in Mexico
- ~50% report listening to Mexican radio, watching TV shows from Mexico and viewing web pages from Mexico

# Next steps ...

- Focus groups
  - Newly diagnosed
  - Lost to care
- Topics
  - Transnational themes
  - Barriers and facilitators to retention in care or engagement in care
  - Feedback on intervention structure & content
  - Exploration of sustainability

# FUERZA POSITIVA



# Overview of Los Angeles County

10.2 Million People Live in LA County.

- 48.1 % are Latino
- 75% of Identify as Mexican

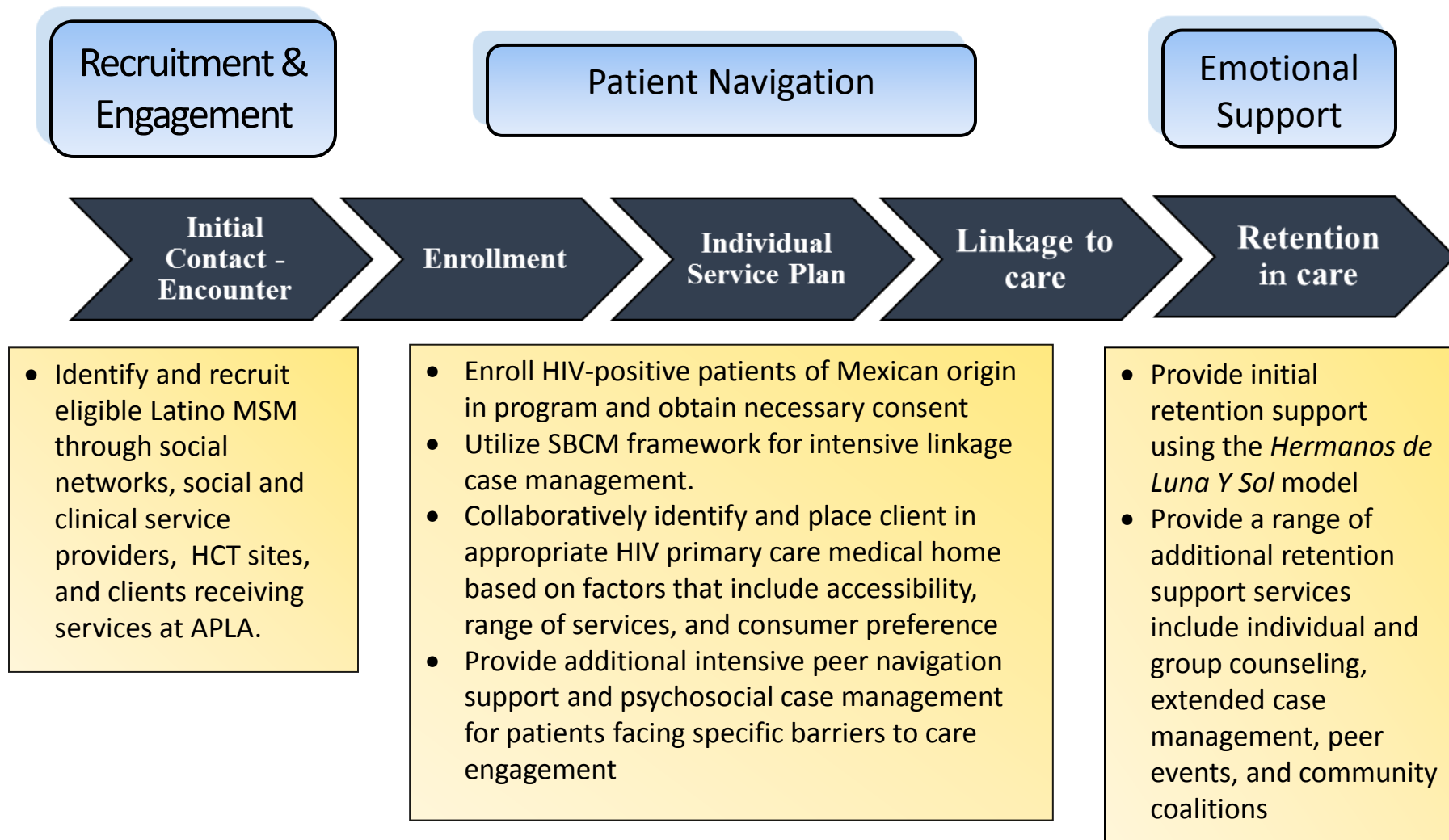
LACDHSP estimates over 59k people were living with HIV at the end of 2014.

- 45% of PLWH in LAC identify as Latino
- 83% of infections among MSM
  - 41 % Latino





# General Framework for Fuerza Positiva Linkage and Engagement in Care Model

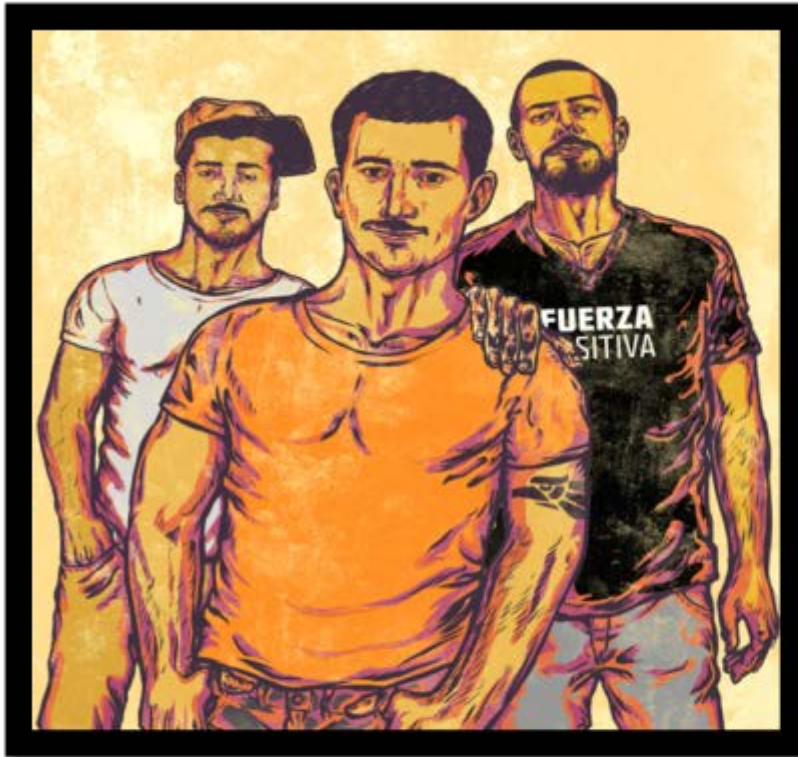



# Recruitment & Engagement

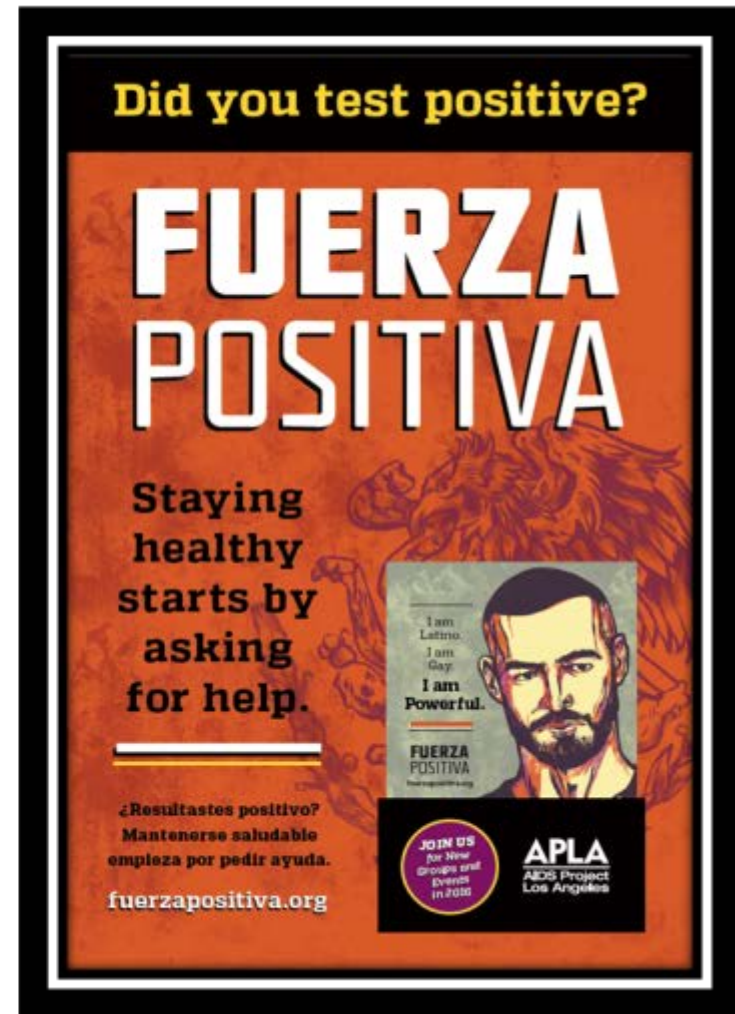
- In-reach (engaging agency staff and existing clients)
- Venue-based outreach
- Community partnerships
  - Service providers
  - Event producers
- Social Marketing
  - Print media
  - Social Media

**FUERZA**  
**POSITIVA**

# Recruitment Materials



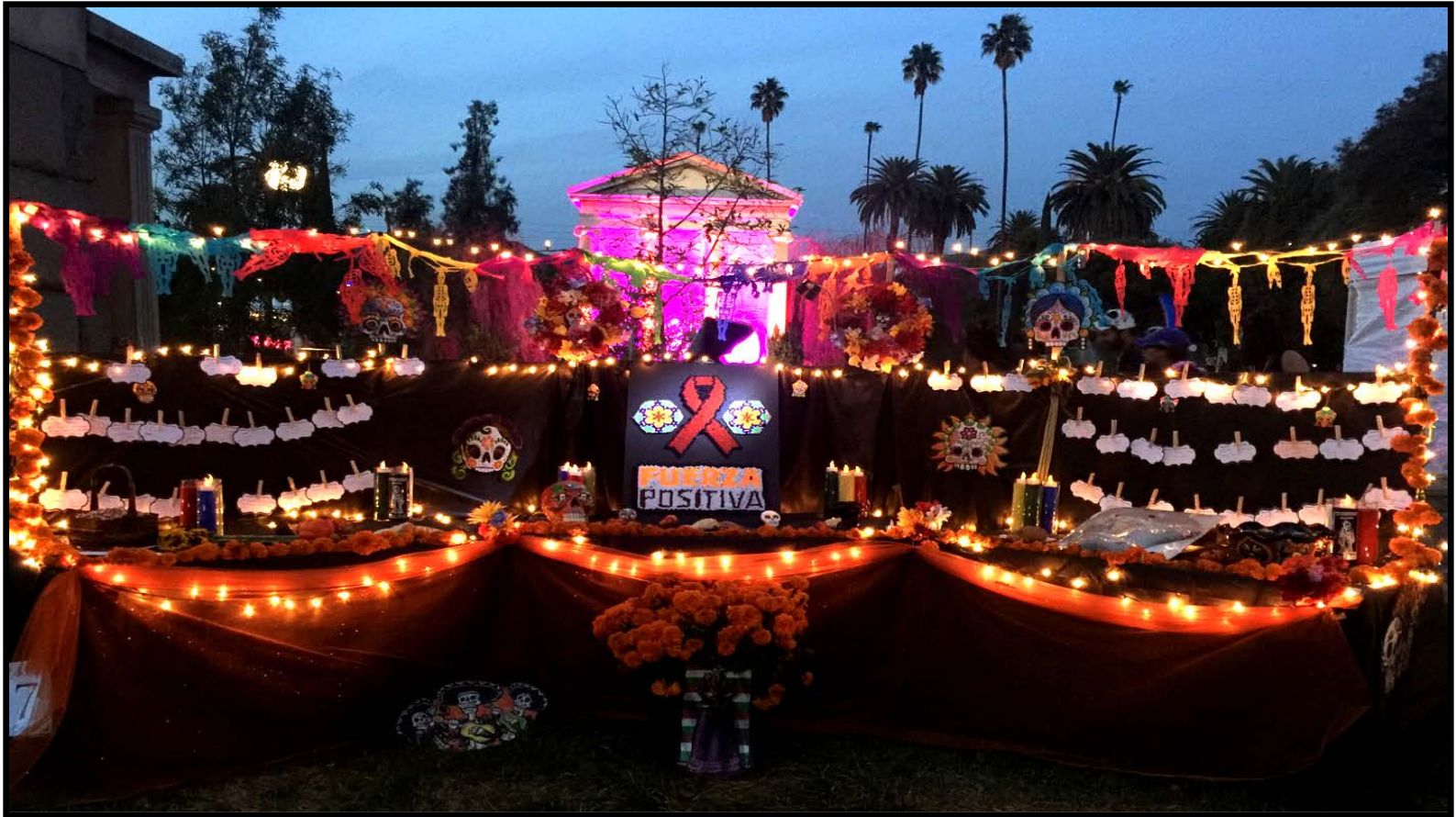
In printed recruitment materials, FP subtly used the “Hecho en Mexico” logo  to identify the men in the picture as Mexican.





# Community Engagement

To evoke nostalgia, FP participates in the annual “Dia de los Muertos” event at Hollywood Forever







# Social Media

# Google



# SCRUFF™





# Program Results

<b>Total Enrollment</b>	<b>56</b>
<b>Self Identification</b>	<b>92% identify as gay</b>
<b>Age range</b>	<b>25-61</b>
<b>Primary Language</b>	<b>62% Spanish</b>

# Transnational Practices and Linkage Care: Lessons from the SPNS Latino Access Initiative

**Martha A. Guerrero, B.A.**

*Program Director*

*Viviendo Valiente Program, AIDS Arms Inc.*

# AIDS Arms – Mission

*To combat HIV/AIDS in our community  
by improving the health and lives of individuals  
living with the disease and preventing its spread.*

# AIDS Arms - Services

**Primary Focus** - Integrated programs and effective collaboration to:

- Outreach to and test those at high risk for HIV
- Provide education about HIV/STI prevention, risk reduction and treatment
- Link HIV positive people to medical care and psychosocial services
- Provide medical care, psychosocial support services
- Ensure that HIV positive people are engaged, maintained in care
- Build/sustain collaborations with partner agencies to ensure respectful care for clients

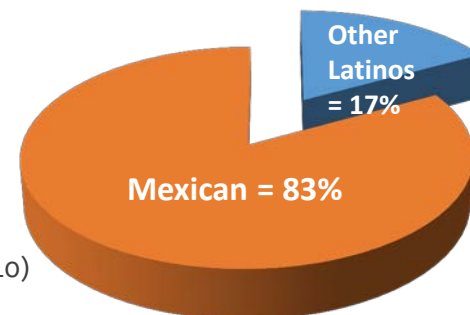
# Acknowledgments

- **Manisha H. Maskay** - Principal Investigator
- **Nicole Chisolm** - Program Evaluation Director
- **Angie Ibarra** - Data Collection/ Management
- **Angie Mora** - Data Collection/ Management Specialist
- **Martha A. Guerrero** - Program Director
- **Erica Martinez** - Lead Promotora de Salud
- **Firenze Cardeña** - Promotora de Salud
- **Celicia Cardoso** - Promotora de Salud

# Viviendo Valiente Project Overview

## *Importance of Viviendo Valiente*

- Latinos - 38% of 2,368,139 Dallas Co. population (Census, 2010)
- Mexicans - 83% of Dallas Co. Latino population (Pew Hispanic Center)
- Dallas area Latinos were most likely to receive late dx - 2005-09 (Ryan White, 2010)
  - 36% - AIDS dx within one year of HIV dx (Ryan White, 2010)
  - 29% - AIDS dx within one month of HIV dx (Ryan White, 2010)



## ***Core Objectives***

- ✓ *Identify and recruit HIV positive individuals of Mexican descent, 18 years of age or older*
- ✓ *Link and engage HIV+ individuals in care/treatment*
- ✓ *Remove barriers to HIV treatment*



# Intervention Description

## Service delivery setting

- Dallas County

## Priority population

- Mexican origin or descent, 18 or older, living with HIV

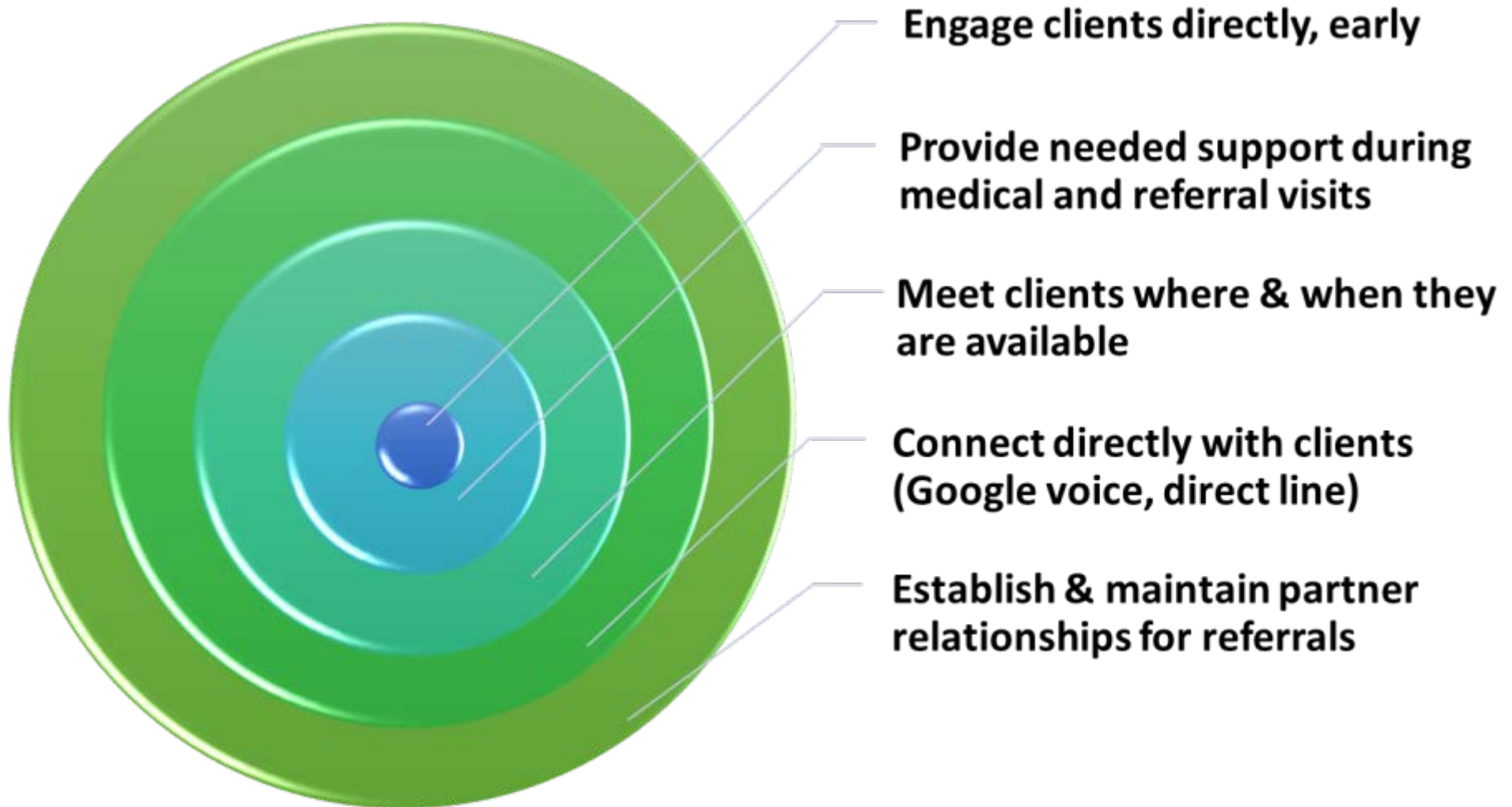
## Staffing

- 3 Promotores de Salud (PdS)
- Data Management Specialist
- Program Director
- Program Evaluator
- Principal Investigator





# Recruitment and Retention Strategies



# Individual Level Interventions



## **ARTAS (Anti-Retroviral Treatment & Access to Services)**

- Helps to link clients to medical care.
- Encourages clients to identify and use personal strengths
- Promotes development of personal goals by clients



## **Strengths Based Counseling**

On-going, beyond ARTAS

## **Motivational Interviewing Techniques**

To move clients toward greater commitment to change, sensitive to their state of readiness and at their pace

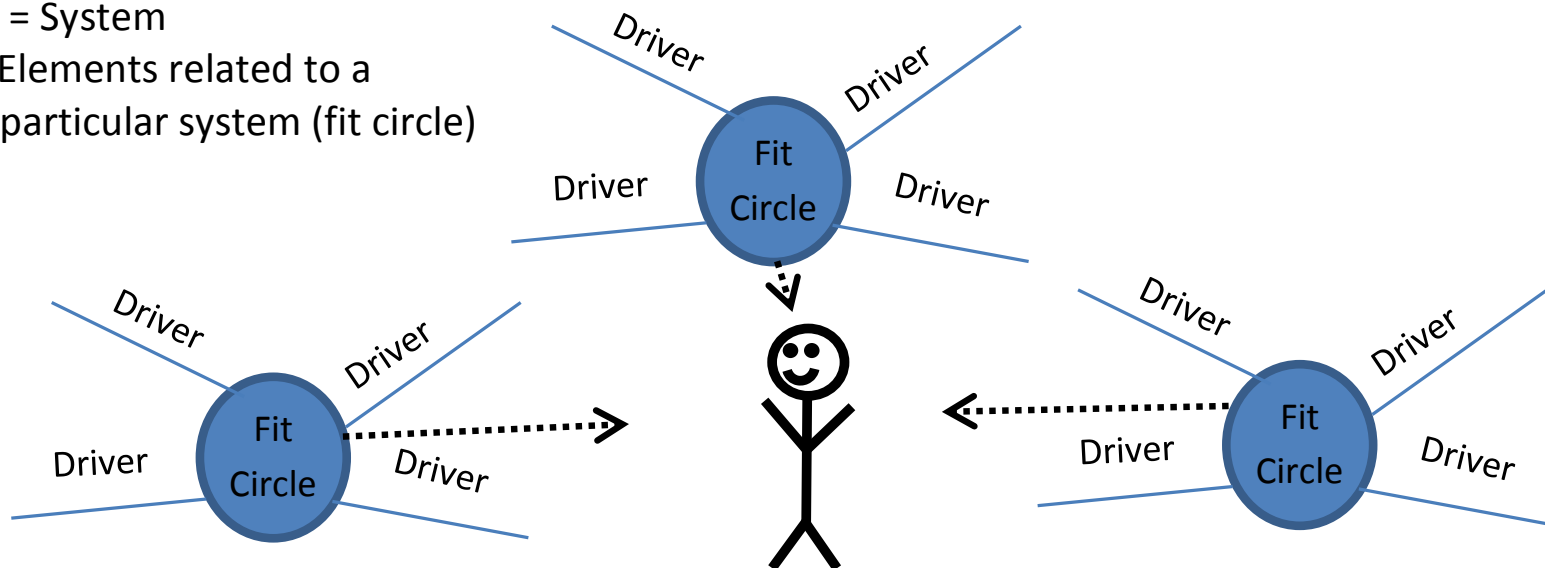


# Transnational and Cultural Assessment Tool

## Multisystemic Therapy Assessment Conceptualized

*"Fit Circle"* = System

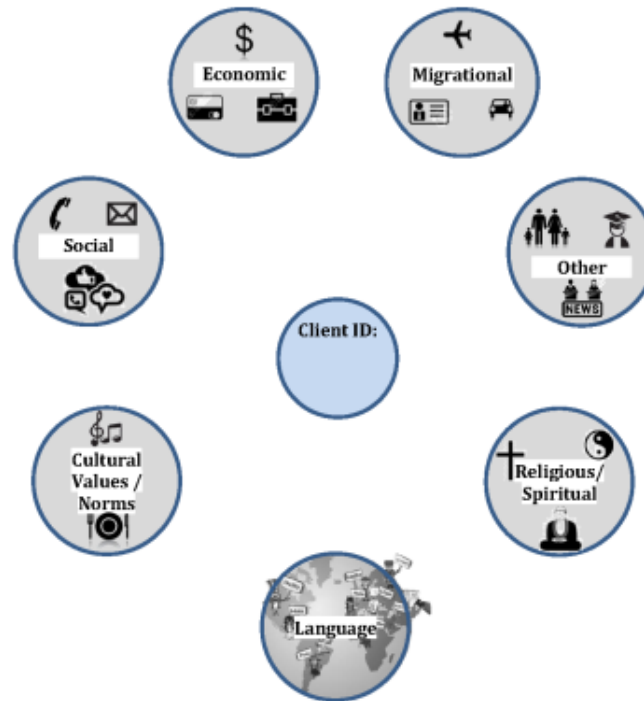
*"Driver"* = Elements related to a particular system (fit circle)



# Transnational and Cultural Assessment Tool

## Transnational & Cultural Assessment Tool

Date of Assessment: \_\_\_\_\_



*Factor #1 Influencing HIV Care*

Potential Action:

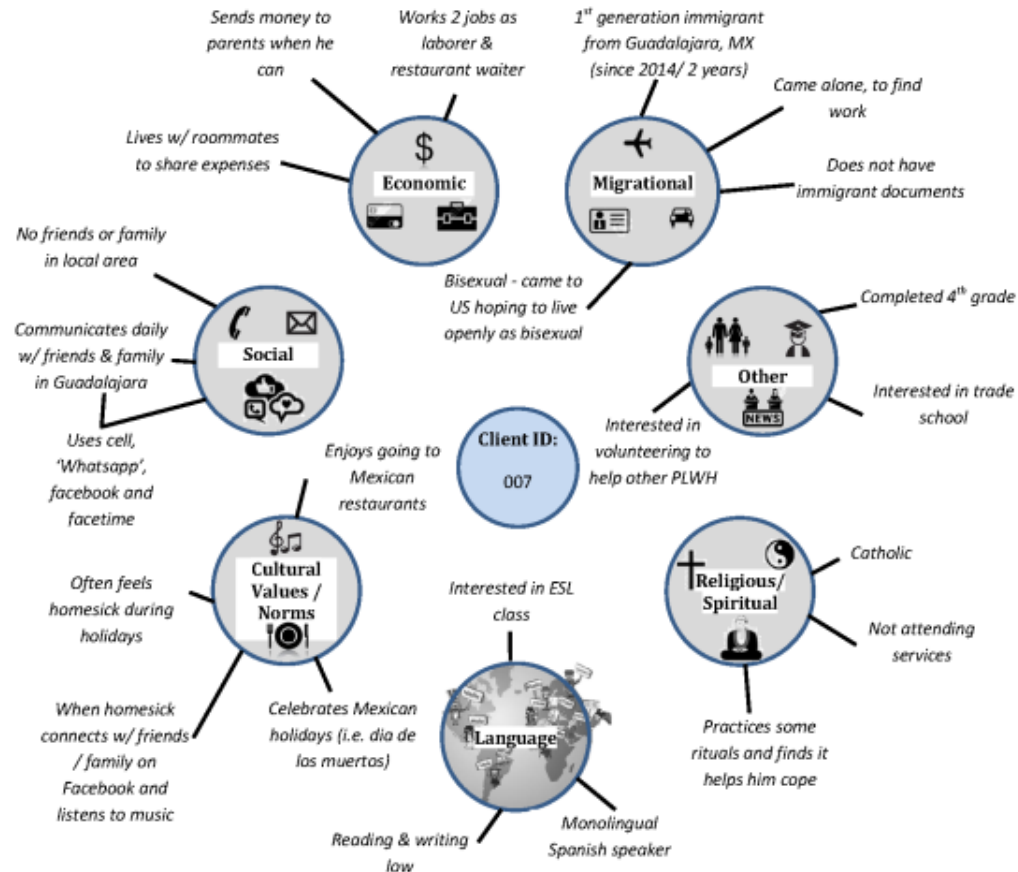
*Factor #2 Influencing HIV Care*

Potential Action:

# Transnational and Cultural Assessment Tool

## Transnational & Cultural Assessment Tool (SAMPLE)

Date of Assessment: August 2, 2015



### Factor #1 Influencing HIV Care

Lack of local social support

Potential Action:

- 1) Client will assess social support system & identify strengths and gaps. 2) Referral to peer support group
- 3) Develop plan for meeting people.

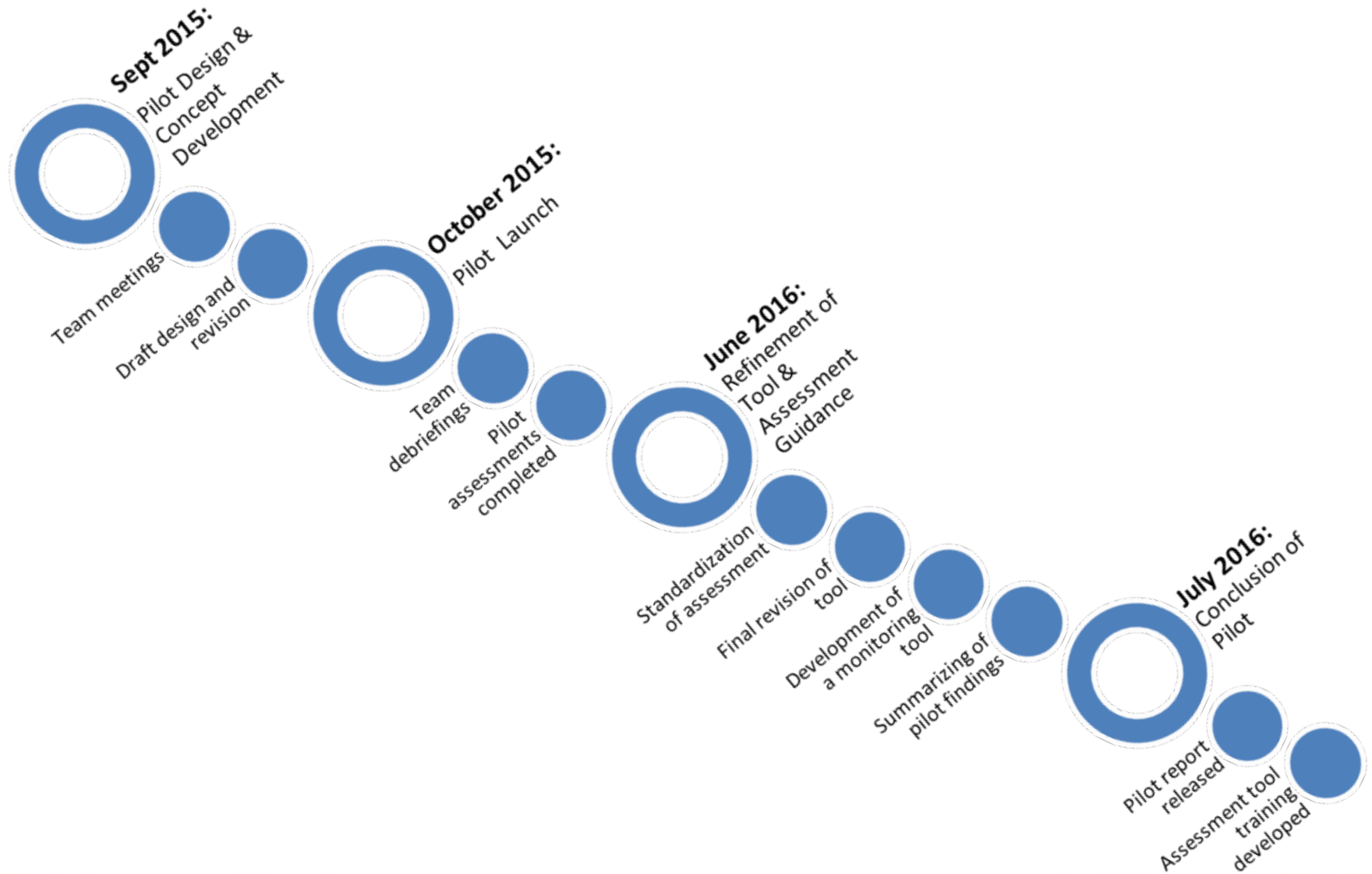
### Factor #2 Influencing HIV Care

Financial stress (potential)

Potential Action:

- 1) Practice budgeting 2) referral to social services if

# Transnational and Cultural Assessment Tool



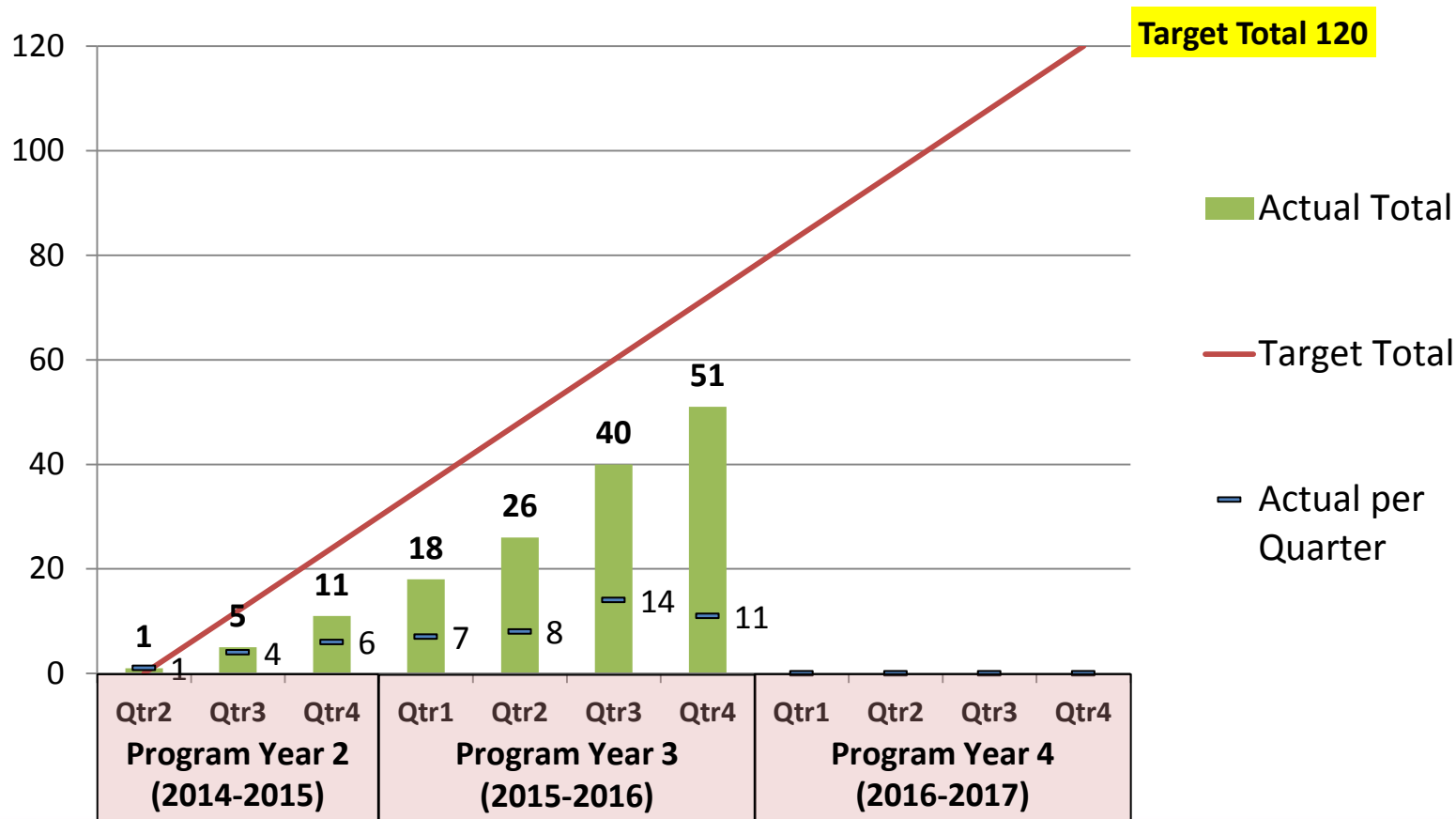


# Enrollment Numbers

Viviendo Valiente 2016

Study Recruitment Tracking, as of 08/17/2016

Total Recruited= 51 (43% of Total Target)



# Linking Mexican and Mexican American MSM to HIV Care through a Culturally Innovative Program Design

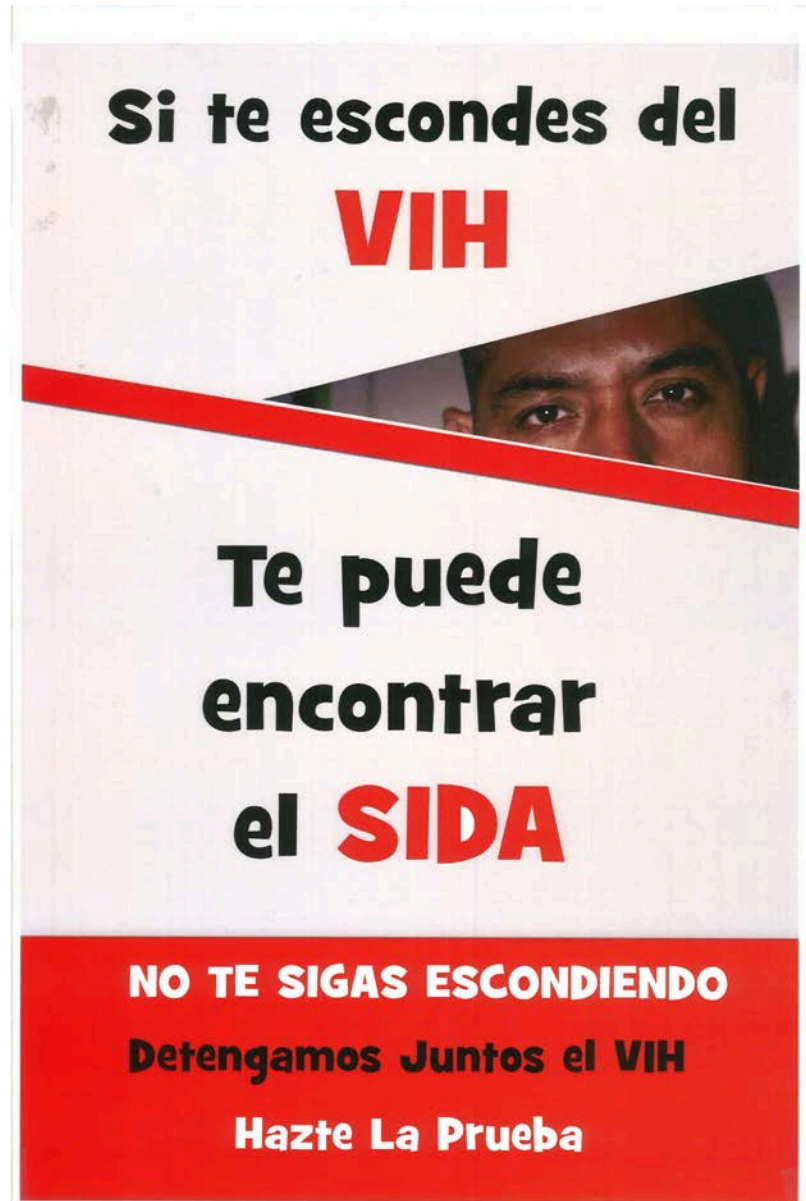
**Brendan O'Connell, MSW**

Director of Programs

BIENESTAR Human Services

# Overview

- 1) Program Design
- 2) Identification and Linkage
- 3) Progress
- 4) Next Steps



# Program Design

## 1) Incorporation of Mexican Cultural Components in Program Design

- Conceptualizations of masculinity (machismo/caballerismo)
- Personalismo
- Fatalism
- Familismo

## 2) Transnationalism

- Communication with family
- Travel to Mexico
- Economic remittances
- Civic engagement
- New and events

# Program Design

## 3) Program Components

- 18 months of navigation services from Linkage Coordinator/Peer Navigation (LC/PN)
- Translation services
- Incorporation of Mexican transnational focus
- Six one-on-one sessions described in a program manual
  1. Linkage to care
  2. Review of first medical appointment
  3. HIV medication adherence
  4. Engagement and retention in medical care
  5. Impact of stigma on treatment adherence
  6. Transition to self-managed medical care navigation

## 4) Community Collaboration

- Created MOUs with 7 different Federally Qualified Health Centers in Los Angeles
- Identifying outreach locations in the community to engage Mexican MSM.

# Identification and Linkages

## 1) Outreach

- Bars and night clubs frequented by Mexican MSM
- Cruising spots
- Mexican Consulate and Mexican community events
- Facebook and social media
- BIENESTAR programs/support groups

## 2) HIV Testing

- 6 store front testing locations in Los Angeles
- 3 HIV testing vans

## 3) Linkage to Medical Care



# Progress

Participant Status	Clients
Newly diagnosed	36 (55%)
Re-Engaged in Care	29 (45%)
List of Referral Type	Referrals
Referral from BIENESTAR Programs	11 (17%)
Outreach by LC/PN	4 (6%)
Referral from Partner Health Organization	3 (5%)
Self-Referral	19 (29%)
Store Front/ Mobile Testing	24 (37%)
Other	4 (6%)
Country of Birth	Clients
United States	17 (26%)
Mexico	48 (48%)

Current Linkage to  
Care Rate, 89%

# Progress

Language of Interview	Clients
English	20 (31%)
Spanish	45 (69%)

Age	Clients
18-29	15 (23%)
30-39	28 (43%)
40-49	13 (20%)
50-54	5 (8%)
55+	4 (6%)

# Next Steps

- 1) Program ends August 31, 2018
- 2) Enrollment goal: 150 individuals
- 3) Publications and dissemination

“Don't tell me the sky is the limit when there are footprints on the moon”

-Brandt Paul



# Contact Information

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# Questions?